

THE
CANADIAN

DRY GOODS REVIEW

Dame
Fashion



JANUARY
1901

SPRING

TRADE

NUMBER

WYLD-DARLING

COMPANY, LIMITED.

Spring, 1901.

Complete Samples now on the road represent

The choice of patterns in all qualities of **CANADIAN PRINTS.**

Exclusive novelties in **IMPORTED PRINTS.**

Newest patterns and colorings in Fancy **MERCERIZED SATEENS.**

IN LINENS, an extensive range of Damask Tablings; confined designs in Cloths and Napkins to match; Irish, Scotch and Russian Crashes; Checked Glasscloths, Plain and Bordered Tea Towellings; Canvas, Shrunk Duck, Hollands, etc.

TOWELS—in Damask, Huckaback and Turkish.

Newest Designs in { **Valenciennes Laces** } **Edgings, Insertions**
 and Embroideries. } **and Allovers.**

The Largest and Best Assortment we have ever offered the trade.

Our purchases of **Dress Stuffs for Spring** include Black Figures, Black Lustres in plain and figured, Broadcloths, Amazons, Poplins, Satinettes, Velours and All-Wool Cheviots in all the newest colorings.

Blouse Cloths in 31 inch Finettelaine, Wool Delaines, Mercerized Lawns, Organdies, etc.

Specials in Black Cotton Hosiery. { **"Surprise," full-fashioned, "Hermsdorf Dye."**
 No. 160, with split natural wool soles "Hermsdorf Dye."
 No. 164, with split cashmere soles, "Hermsdorf Dye."

and large range of Men's Half-Hose with natural wool and natural cashmere feet—all "Hermsdorf Dye."

Also Fancy Cotton Half-Hose—attractive checks, stripes and spots.

Men's Balbriggan Underwear—two-thread Egyptian Yarn, in fancy stripes.

Special lines of Natural Wool and Merino Shirts and Drawers in various weights.

*We carry at all times a complete assortment of Woollens and
Tailors' Trimmings—Domestic and Imported. * * * * **

Orders by Letter Promptly Executed.

WYLD-DARLING COMPANY, LIMITED,
TORONTO.

S. GREENSHIELDS, SON & CO.'S

Preparations for SPRING justify the promise of MORE
VARIED, MORE INTERESTING and LARGER ASSORTMENTS
of the World's Best Dry Goods than they have ever
had before.

A Great Spring Business is already under way.

In **EVERY DEPARTMENT** merchants will find lines which
will suit their trade at PRICES that will yield them GOOD PROFITS.

S. GREENSHIELDS, SON & CO.

MONTREAL.

VANCOUVER, B.C.

Canadian Lining Department.

CANADA FIRST

PARIS EXPOSITION

---1-9-0-0---

GRAND PRIX.

In competition against the world, **the Grand Prix**, being the **Highest Possible Award**, was granted to **The Montreal Cotton Co.** for their exhibit of Linings. For **Excellence of Weave, Brilliancy and Fastness of Colors** and **Perfection of Finish**, their exhibit was judged to be unsurpassed in merit.

We will continue, as heretofore, to carry the full range of goods manufactured by **The Montreal Cotton Co.**, embracing not only all the **Standard Qualities** of Linings, but also all their latest productions in **Fast Black and Colored Mercerized** Satins, Fine Percales, Moires, Spun Glass, Victoria Lawns, Checked, Spot and Lappet Muslins, etc. Also fine range of 32-in. and 54-in. Black and Colored Italian Cloths for Tailoring Trade.

We are the largest handlers of these goods in Canada.

FLANNELETTES

25,000

Pieces Woven

The Entire Stock of 2 Mills

.. also ..

10,000

Pieces Printed

We are offering all of the above goods to the trade at
less than manufacturers' prices.

S. GREENSHIELDS, SON & CO.

Montreal, and Vancouver, B.C.

The Dominion Cotton Mills Co.

Limited

SPRING, 1901

STAPLE LINES.

	Cts.		Cts.
H. Cloth	5½	AAA. Heavy Cloth	10½
No. 1, Cloth	6½	Aniline Fancies.	
Regattas, Checks, Plates			
Dark Fancies			
Aniline Fancies			
Blouse Styles.			
Special { No. 2, Cloth	8½	Special { C. Cloth	10½
Regattas, Checks, Plates		Regattas, Blouse Styles	
Pompadour and Aniline Fancies		Medium and Dark Fancies	
Light and Dark Fancies		Aniline Fancies, Solid Colors	
Mixtures and Solid Colors, Quiltings.		Steel Greys	
		Blue Greys	
		Chambres	
		Lilacs and Pinks	
		New Blues.	
HHH. Heavy Cloth	10		
Regattas, Plates			
Dark Fancies and Mixtures			
Blouse Styles			
Lilacs and Pinks.			

INDIGO.

SPECIAL.

	Cts.		Cts.
S.C. Indigo	8¾	XXX. Indigo	11
D.C. Indigo	11	G C. Indigo	13

We would draw special attention to our Indigo Cloths. We guarantee them to be pure Indigo Dye and serviceable goods.

FANCY LINES.

	Cts.		Cts.
N.N. Sateen	11	Heavy Moles	17
(Fancy, Aniline, Indigo.)		Ex Heavy Moles	21
A. Duck Costume	8½	Salisbury Costumes	8
Princess Piques	11½	Summer Suitings	9
A A. Duck Costume, Indigo	10½	N.B. Costumes	9
A.A. " " Aniline	10½	Twill Cretonne	8
C. Duck Costumes	12	Ottoman Cretonne	10
X.X. K. Skirting	11½	Oat Meal Cretonne	11½
Moreen Skirting	11½	Crash Suitings	12½
H. Drill	12½	M. 2 Linenettes	10
(Indigo, Aniline, Fancy.)		C. Linenettes	12
Ladas Tweed	12½	Sateen Cretonne	..
Saxony Suiting	15	Embossed Skirting	10

S. GREENSHIELDS, SON & CO., MONTREAL, and VANCOUVER, B.C.

S. Greenshields, Son & Co.

Carry a Full Range of This Company's Goods.

The Colonial Bleaching & Printing Co., LIMITED.

1901—SPRING PRICE LIST—1901.

PRINTS.

	Cts.
No. 29 Cloth, 25 in.....	5 1/2
No. 38 " 27 in.....	7 3/4
No. 23 " 28 in.....	8 1/2
No. 23 Aniline Fancy, 28 in.....	8 1/2
No. 19 Heavy Cloth, 32 in.....	10
No. 19 Aniline Fancy and Navy Blue.....	10
No. 15 Cloth, 31 in.....	10

DUCKS.

No. 28 Cloth, 28 in.....	10 1/2
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SATEENS.

No. 54 Cloth, 31/32 in.....	12 3/4
No. 47 Cloth, 30-in, mercerized.....	17 1/2

KITCHENER TWEED.

No. 21 Cloth, 26 in.....	10 3/4
--------------------------	--------

FLANNELS.

Colonial Flannels.....	8
Kopje.....	9

TWILLS.

No. 18 Cloth, 28-in., Aniline and Navy.....	8 1/2
No. 6 Cloth, 32-in., " ".....	11 1/2

**We have the largest stock of these goods
in Canada.**

YOU WILL BE SATISFIED

With your GLOVE SALES if
you keep an assortment of

PEWNY'S KID GLOVES

ALWAYS IN STOCK.

WHY? Because they are popular
with your lady customers.

THE FIT AND QUALITY of these gloves is
well known and appreciated.

EVERY PAIR IS GUARANTEED.

S. GREENSHIELDS, SON & CO.

MONTREAL, and VANCOUVER, B.C.

Sole Selling Agents for Canada.

S. GREENSHIELDS, SON & CO.

Montreal, and Vancouver, B.C.

*Durability
in Linens*

*Latest Novelties
in Notions*

*Good Styles in
Men's
Furnishings*

*Closest Prices
in
Staples*

*Dainty
Curtains*

*Newest Patterns
in
Carpets*

*Systematic
Letter Order
Filling*

*Liberal
Terms*

ADVERTISING OUR GOODS

is not confined to our announcements in trade papers. For many years we have been making thousands of customers satisfied annually, and these same satisfied customers are the best advertisements we could possibly have.

If our goods are not what we say they are—then we owe you something. We must see they are all we claim for them, else we double our work.

Our Ever-Increasing Business

is ample proof of the sterling values in all our goods, and we can

FOR SPRING

still give those same values which we know are appreciated by our army of customers as

BUSINESS-BRINGERS

*Marvels
in
Dress Goods*

*Richness
in Silks*

*Fastness
in Hosiery*

*Largest Variety
of Prints*

*Perfect Fit
in Gloves*

*All Sorts of
Handkerchiefs*

*Good Values
in
Woollens*

*Numerous lines
of
Ladies' and
Misses' Wear*

YOU ARE CERTAIN

to be asked for

Cravenette
CLOTH

DO NOT NEGLECT

to send your order in time for Spring.

IT IS THE BEST MATERIAL for Rainy-Weather
Garments.

LINENS

We have now in stock 

A FULL ASSORTMENT of

HOUSEKEEPING LINENS

THE MANUFACTURE OF

Messrs. James & Thomas Alexander, Limited
Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and
superiority of finish.

S. GREENSHIELDS, SON & CO., MONTREAL, and
VANCOUVER, B.C.

Sole Selling Agents for Canada.

The Penman Manufacturing Co., Limited

MILLS AT

*Thorold,
Coaticook and
Port Dover.*

HEAD OFFICES:

. . . PARIS, ONT.

Manufacturers
of

**KNITTED
GOODS** of all
descriptions

INCLUDING

Ladies' and Gentlemen's Underwear
in Cotton and Wool, Hosiery, etc.



SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.



ESTABLISHED 1868.

...FOR...

Spring Trade.

GLOVES AND MITTENS
MOCCASINS AND SHOE PACS
TRAVELLING BAGS
LEATHER BELTS, ETC., ETC.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



W. H. STOREY & SON

The Glovers of Canada.

ACTON, ONT.

WE HAVE QUADRUPLED OUR CAPACITY

FOR MANUFACTURING

and now want to quadruple our number of customers if such a thing is possible. Our goods are sold in every part of the Dominion, and "*Satisfaction Guaranteed*" has been the foundation stone that has built up our large and rapidly increasing business. We are now in a position to guarantee prompt delivery, and thank our many customers for their forbearance in the past.



"INVERNESS."



"RAGLAN."



D. B.
OUR SPECIALTY.

Our travellers are now on the road with a full line of samples, showing all the latest Styles, Patterns and Shades.

DON'T BUY TILL YOU SEE THEM. They are the best value ever offered to the trade.

The "Beaver Brand" Macintosh is
the best and cheapest MADE or SOLD in Canada.

MANUFACTURED ONLY BY

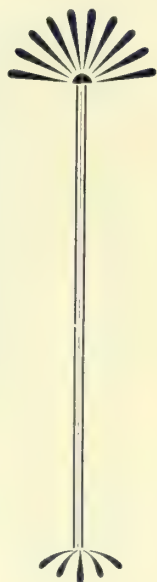
The Beaver Rubber Clothing Co.

1849-51-51½ Notre Dame St., MONTREAL.

Limited

1901 WALL PAPERS 1901

— OF —

THE WATSON, FOSTER CO., LIMITED**ARTISTIC
ORIGINAL
SUCCESSFUL**

**WE CANNOT AFFORD TO
OFFER YOU GOODS WHICH
YOU CANNOT PROFITABLY
HANDLE** ❧ ❧ ❧ ❧ ❧

**IF THE BEST IS NOT TOO
GOOD FOR YOU** ❧ ❧ ❧

**WE WILL SEND YOU PRE-
PAID SAMPLE BOOKS OF
ANY GRADE OF PAPERS
YOU ARE LIKELY TO BE
SHORT OF — INCLUDING
INGRAINS, WHICH THIS
SEASON ARE SUPERB.** ❧

**DO NOT DELAY, THERE IS
A LIMIT TO SUPPLY** ❧ ❧

THE WATSON, FOSTER CO., LIMITED
MONTREAL.

THE
JOHN D. IVEY CO.
 LIMITED

Wholesale Milliners.



Wishing You the Compliments of the Season

*To John D. Ivey Co.
 31 4/01 see cut book 2.
 page 161.*

New Year's



Greetings

Travellers covering the Dominion with the finest range of
 SPRING SAMPLES we've ever shown. No live milliner
 can afford to miss seeing our magnificent range for 1901.

Try Our Letter Order Department.

Toronto. e e Montreal.

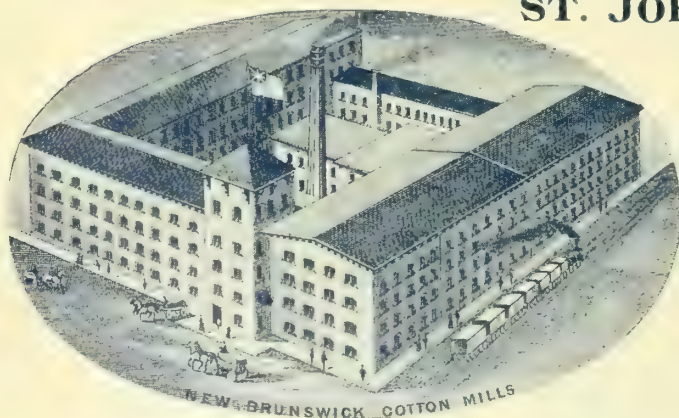
Lister's { Silks Velvets Sealettes

To be had from . . .

WHOLESALE DRY GOODS
and MILLINERY HOUSES.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



Cotton Spinners,
Bleachers, Dyers
Manufacturers

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warps for Ontario.



Flannelettes,
Saxonys, Yarns,
Beam Warps.

+++++

The Only "WATER TWIST" Yarn Made in Canada.

The
Bagley & Wright Mfg. Co.

318 St. James St.,

 MONTREAL.

*ART MUSLINS,
CRETONNES,
HOSIERY,
HANDKERCHIEFS,
TOWELS, LINENS,
TAILORS' TRIMMINGS.*



No retailer can afford to pass us on the above lines, as we can show better values than any other house in the trade.

In Buying

Campbell's Linen Thread

you secure the best made.

GIVE IT A TRIAL.



AGENTS FOR CANADA :

John Gordon & Son

MONTREAL.

THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, JANUARY, 1901.

No. 1.

LONDON SHOPS AND SHOPPING

A Few Notes by a Canadian Visitor.

WHETHER a person goes to London as a buyer of goods, or merely as a visitor for pleasure, he usually does a little shopping on his own account.

It is useful to know something of the London shops from a strictly business point of view. Not only the array of goods, but their arrangement and the methods employed in selling them, are usually observed. The visitor who has been making his purchases as a merchant from the warehouses in the famous dry goods district that lies around and about St. Paul's Cathedral will often visit the retail shops in that district.

There are many excellent retail establishments between Ludgate Hill and the Bank of England, and experience shows that one often pays really less for some articles in these shops than he would for the same articles in the West End. The clerks and saleswomen are civil and obliging, prompt to serve, and the windows are well-filled with goods, and if many of the shops are small the stocks seem well selected.

* * *

There is, it is true, not much attention given to artistic effect in the dressing of the windows along the Poultry, Cheapside, and Ludgate Hill. There is apt to be too much profusion in the windows. They would be likely enough to strike the eye of the visitor who is on the lookout for something to buy, because the goods are usually ticketed with the price, and the variety arouses attention. But from my experience I would imagine that the windows in this district would never strike

a casual passer-by and induce him to go in and purchase. It is the person who is on the lookout for what he wants who gazes in these windows.

But for real magnificence, both in the display of goods and in the appearance of buildings, one must go to the West End. Of course, the shops along both sides of the Strand are excellent. One can get some very high-class goods there, but, speaking generally, the windows are not large, and they are so filled with goods, especially the men's furnishings establishments, that they actually darken the shop inside. On more than one occasion I have bought a necktie in those men's furnishings shops that are on the Strand, near Fleet street, and when I have got back to the hotel the colors of the tie have seemed quite different from what they looked to be in the shop. This was due, of course, to defective light.

* * *

However, it is when one gets out to Piccadilly Circus and begins to go up Regent street that one realizes what London shops are. This street, during the height of the season, with its handsome shops, its show of fine carriages, prancing horses, and gay company, is certainly one of the most striking features



No. 1. Piccadilly Circus, with Swan & Edgar's in the Foreground.

LONDON SHOPS AND SHOPPING—Continued.

(No. 3) gives some idea of the size of the establishment, because it is only one, and, in fact, one of the smallest of the several buildings occupied by the whole establishment. It is situated near the conjunction of Regent and Oxford streets, and is known as Peter Robinson's mourning warehouse, though its windows are usually given up to anything but mourning goods. A building farther up the street, quite separate and distinct from the one lower down, is the stationery and fancy goods department of the same firm, which is in London parlance called The Bazaar. This department joins the largest building occupied by the Peter Robinson business, which is on Oxford street, extending east to Great Portland street. Under this roof is an enormous space, and in the various departments are sold everything which we in Canada would include in the stock of a departmental dry goods store.

* * *

If the reader will look at the accompanying engraving of Regent street (No. 3), he will notice just north of Peter Robinson's mourning warehouse a shorter building with a flagpole and several coats-of-arms over the door and window. This is the famous millinery establishment of Madame Louise, Limited. Directly opposite, on the other corner on Regent street and Oxford Circus, is Jay's, another well-known London shop. In fact, this whole district is crowded with shops which the average visitor will want to inspect. Two other fashionable milliners, namely, Elise and Pauline, have their establishments on this street. Walking up Regent street on the right hand side one would pass by the two establishments of Liberty & Co., Robinson & Cleavers, Swears & Wells (boys' outfitters), Fuller's confectionery and tea rooms, Dickins & Jones, Limited, Peter Robinson's mourning warehouse. On the left side one finds Scott Adie's Scotch warehouse, The International Fur Stores, with its windows showing magnificent fur garments, Tiffany & Co.'s jewelery shop, which is noticeable by its absence of display windows. The United States flag floats over The American Shoe Co., while farther up by Oxford Circus is Jay's, as already noted.

* * *

Turning east along Oxford street, a short distance on the south side, is the chief warehouse of Henry Heath & Co., Limited, one of the most fashionable hat makers of London. The establishment is a very fine one, like that of Lincoln & Bennett, who have shops both on Piccadilly and Sackville street. Christy & Co.,

whose hats are renowned the world over, have their main place of business in the city, at 35 Gracechurch street.

If you want to see the establishment of Poole, the famous tailor, you must turn off Regent street toward the west, just at the head of the Quadrant, into Vigo street, and go up Saville Row. At this establishment, as is well-known, the practice is to demand of a new customer an introduction from some former patron of the place, and there is an anecdote told of how, to win a wager, this rule was set aside by the customer being able to satisfy the head of the establishment without actually producing the introduction.

* * *

Speaking of the most fashionable millinery establishments in London, reminds me that ladies who have been there, wishing to indulge in the luxury of a London bonnet or hat, say that the prices are simply "frightful," that is, frightful from the point of view of a moderate income. One lady purchaser told me a story of how she made a wager with a friend to get any hat she chose in one of these establishments at one-third less the original price asked. This lady, although a Canadian, spoke French fluently and would not be easily mistaken for an "American," which is the name applied to all visitors from across the Atlantic by Londoners. By firmly resisting the saleswoman, who was very courteous, she got one or two reductions in the price. The saleswoman at each drop in price had to go to the forewoman for permission to consent to the reduction. Finally, as the story is told to me, the triumphant purchaser managed to get the coveted article at one-third less, which she assured me was even then more than its value.

But I have no experience, personally, of this kind, and must testify that, in the great majority of London shops,



No. 3.—Regent Street. Looking North From Below Oxford Circus.

LONDON SHOPS AND SHOPPING—Continued.

the prices of the article seem to be fixed, and do not go up or down according to the mood of the purchaser or the saleswoman.

* * *

Without having shopped extensively in this section of London, yet, after visiting a number of shops, it does not strike me that we have much to learn in the way of interior display or arrangement. The class of people who buy in these shops do not demand that perfect system which is reduced to such perfection in the cheaper stores of London and the principal provincial cities of England, like Birmingham, Manchester and Liverpool. The ladies who drive into Regent street to shop are wealthy, or, at least, have a large command of money or credit, and, while the feminine mind is said never to be above a bargain, their idea of a bargain, and yours, or mine, is very different. A visit should also be paid to Whiteley's enormous retail establishment, which is north of Kensington Gardens, and may be reached conveniently by the Underground Railway, the visitor getting out at Bayswater station and walking north a short distance to Westbourne Grove. The Whiteley shops remind one somehow of Carsley's stores in Montreal, and indicate, like his, an enormous retail business well conducted.

* * *

In visiting the Regent street shops the Canadian is impressed by the almost entire absence of the pneumatic or other cash carrier systems in vogue with us, and, as a rule, the clerk who sells the goods restores them all to their places and wraps up the parcel while the customer waits.

Another arrangement which is not altogether convenient is that, if one is making purchases in several departments, each purchase represents a separate transaction, a separate bill and a separate parcel. The disadvantage of this is obvious.

One does not go in any of these shops to "look around." The custom in Montreal, Toronto, Chicago or New York of calmly walking through department after department in search of something or nothing, could not comfortably be carried on here. The moment you enter the door you are pounced upon by the "shop-walker," and immediately escorted to whatever department you think you want. There you are often shown what you do not ask for, and, if no purchase results, the shop-walker is called to hold a cross examination before the victim can leave the shop. To go into some of these shops, therefore, is to let one's self in for a purchase, or a very unpleasant time either with the clerk or that somewhat irritating official, the shop-walker. A lady from Toronto, who is not overly fond of the system in vogue here, says she has several times been so pestered by the shop-walkers, that she has more than once had to say, "Gentlemen, if you have no objection, I would like to pass."

Another lady, also a Canadian, says that she has been in one of the largest of these shops times without number—that is to say, probably dozens of times—and yet she doesn't know the first thing about the lay out of the place. She goes in, is seized by a shop-walker, is hurried through to the department, makes her purchase, and then her exit by the most accessible door. If she should loiter on the way, thinking to see something as she passes, she is asked, "What can I show you madame?" by other shop-walkers, or else is followed as a suspicious character. No, ladies don't shop for amusement in London.

But it is fair to keep in mind that these shops do not cater to the masses, but to the classes, and the proprietors should know best how to hold this kind of trade. D.O.M.

MERCHANTS AND MUNICIPAL CONTROL.

VALUABLE organization exists in the town of Ingersoll, Ontario, which is of the highest interest and importance to retail merchants. It is called The Taxpayers' Association, and at the head of it are the leading business men of the town. It grew out of dissatisfaction with the municipal management of town affairs.

In order to insure a business-like character to the management of the town, the business men met and organized this association. They appointed a special committee to select suitable candidates for municipal offices. This committee waited on a number of the most desirable men in the town and secured their consent to allow their names to go on the "ticket." Out of these eligible men were selected a mayor, six councillors, besides members for the school board. The list of names on the "ticket" were printed on slips and distributed among the voters. The consequence was that every member of the "ticket" was elected, both for the council and school board. The affairs of the town are conducted entirely with a view to the best business interests of the place and regardless of any special interests or prejudices which often arise in towns, but which have really no direct relation to the conduct of municipal affairs.

The association being a permanent organization meets regularly to consider any questions that come up affecting the town, and thus keeps in touch with the representatives of the town in the council. The membership is about 240 and the attendance at the average meeting is about 50, which is a very creditable display of local interest in public affairs. The secretary, Mr. A. J. Clark, in a reply to a question from THE DRY GOODS REVIEW, says: "All our members are proud to say that they belong to The Taxpayers' Association, and I hope that the formation of an association like ours will be taken up in other towns throughout Canada, as I think such a society would be of value to any town."

It happens that in Ingersoll The Taxpayers' Association replaces the old board of trade, an organization which has been allowed to lapse. There can be no doubt that in towns where a Board of Trade already exists it can be turned to precisely the same uses as the organization at Ingersoll; that is, it need not occupy its whole time with purely commercial matters, but can take in every phase of business life which relates to the welfare of the town. Its membership, of course, should include not only merchants but the other good and most influential citizens of the place.

The officers of The Ingersoll Taxpayers' Association are:

M. Walsh, president.

John Ross, vice-president.

J. P. Bowles, treasurer.

A. J. Clark, secretary, with an executive committee of three members from each ward in the town.

During the year the president calls meetings at the request of five members of the association, and any problems which are then before the municipal council are taken up and discussed, and assistance is given where the municipal authorities are on the right track. This enables the council to act with full support of the whole community behind it, and it is a proof of the value of such cooperation that Ingersoll is one of the best administered municipalities in the Dominion.

These facts are set forth in these columns because they point a useful moral for application elsewhere.

A DRY GOODS DICTIONARY OF TRADE TERMS.

FOR THE CONVENIENCE OF BUSINESS MEN.

A

Armure—A chain weave in which the threads are thrown in alternating small pebbled design. Used in silks and dress goods.

Applique—Materials cut out and sewed, embroidered or pasted on other materials.

Alpaca—Cloth made from the glossy wool of the alpaca of Chile and Peru, an animal of the camel tribe. The cloth is glossy after weaving, and is now made with a cotton warp. Also known as lustre cloth.

Angora—Cloth, fringe or shawls made of the soft fleece of the Asian angora goat.

B

Barre—Materials having stripes on bars running across the cloth produced by various processes of weaving or printing.

Bayadere—Designs which run across the material, whether ribbons, laces, dress goods or silks.

Beige—Dress fabrics of smooth texture produced by using yarn in which the colors are mixed.

Bengaline—A plain, round, corded weave of silk and wool in which the wool is used as a filling covered by the silk. Smooth in surface, small in grain.

Bolero—A small, short top jacket, with or without sleeves, cut in Spanish style, a separate garment from the under waist.

Bodice—A circlet or girdle of material used as a broad belt. The original was pointed back and front, but now a variety of forms are so called.

Bourette—An effect produced by introducing lumpy, knotted yarn in the weaving. The yarn so introduced is woven in at intervals, forming patterns or creating an evenly arranged rough surface.

Broche—An effect where the warp design is raised in floats and appears as though embossed on the surface of the fabric. These goods are made on jacquard looms on which each individual warp thread is manipulated separately so as to accord with the designs.

Balayeuse (from the French *balayeur*, a sweeper)—A ruffle or frill which is used in the edge of a dress skirt to keep the train clean as it sweeps along the floor.

Basket Weave—Style of weave in which the plaited work of a basket is reproduced by the pattern.

Batiste—A fine cotton muslin having a good deal of dressing, resembling lawn, the difference being that batiste is slightly heavier. (Batiste, French for cambric.)

Bedford Cord—A weave used in dress goods similar to cotton pique, consisting of heavy ribs running lengthwise in the fabric.

Bias—A cut made diagonally or at an oblique angle to the texture of a fabric.

Blonde Lace—Lace made of unbleached silk. Nets in cotton or silk that are unbleached or cream colored.

Bobbinet or Brussels—Machine-made cotton or silk netting in which a hexagonal figure is produced by twisting the thread.

Box Plait—A double fold or plait formed by folding the cloth alternately in opposite directions so as to form a kind of plait from each side.

Brandenburgs—A variety of ornamental buttons made in the shape of an oblong, narrow cylinder, smaller at the ends than in the middle. Usually a wooden mold covered with silk or mohair and worn with loops on the front of garments and to fasten men's overcoats. Called frogs on women's garments.

Buckram—Coarse linen cloth stiffened with glue.

C

Canvas—Plain woven cloths of cotton, wool or linen made in the sail-cloth style.

Cabochon—A round buckle or brooch.

Canotier—Sailor style, cloth or hat.

Cashmere—A wool fabric twilled on one side only, with soft finish.

Cassimere—A general term applied to all-wool cloths used for men's clothing, made of woollen yarn.

Challie—An extremely light-weight dress fabric, cotton or wool, woven without twill, free from dressing.

Cheesecloth—Thin muslin, bleached or brown, free from sizing.

Cheviot—Twilled, nappy woollen cloth.

Chiffon—A transparent fine woven silk gauze.

Chinchilla—Skin of a pearl-grey South-American mountain squirrel. Also heavy overcoating in a double-woven fabric with napped surface rolled into little tufts.

Chine—Fabrics in which the pattern is dyed on the warp, so that when woven the crossing threads show the design in a broken effect, giving the appearance of shadows, etc. Either silk or wool.

Coiffure—The manner of arranging the hair.

Coney—The fur of rabbits.

Corduroy—A heavy-ribbed cotton material made like velvet, with a twilled foundation and a pile surface. The cords are produced by a peculiar disposition in the weaving. The goods are piece-dyed.

Carreau—Designs in the shape of squares, large or small.

Calais—Applied to laces and nets made in Calais, France. Usually called French laces.

Cannele—A channel effect in weaving, giving lengthwise stripes in raised or lowered effect on the goods in small patterns.

Corde—In ribbed or corded effect, woven, stitched or made. lengthwise or crosswise of the goods.

Crepon—A crinkled dress fabric made of silk or wool or mixed; also cotton.

Choux—A cabbage-like knot of ribbons, silk or other material.

Crepe de Chine—A crinkled, thin silk dress fabric, first made in China.

Crepe lisse—A zephyr gauze of silk, plain woven.

Craquele—Crackled or broken glass effect in lace, net or silk.

DRY GOODS DICTIONARY—Continued.

Croise—A cross twill in weaving. Applied to velvets means twilled back, instead of the old straight back.

Couteau—Knife-like quills or wings.

Covert—A twilled diagonal cloth usually made in mixtures for tailoring.

Crystal—A heavy corded silk with wool filling in which the small cords alternate with large, regular or irregular cords.

Directoire—In the style of the French Directory, 1793-1801.

Drap d'ete—A heavy-weight material made like cashmere.

Duchesse—A satin fabric of which the back is woven in flat twills, making a smooth face, not showing the twilled effect.

Damasse—Fabrics ornamented on the surface with a rich design, the running figure woven, but not printed—same as damask.

Dimity—Thin white goods, plain or printed, distinguished by raised threads or cords running lengthwise.

Ecru—Materials "raw" or unbleached, ready for piece dyeing. Applied to linen, silk or other fabrics. Also the shade of unbleached goods.

Empire—Design for costumes used at the time of Napoleon I.

Faille—Soft ribbed dress silk with a prominent cord extending across the fabric. Not so heavy as Ottoman, twice as large as grosgrain.

Foulard—A soft, thin, washable dress silk woven without twill. Twilled foulard, so known, is really a silk serge.

Faconne—Figured goods in which the design is raised upon the surface. Silk or wool.

Flitter—Spangles made of composition, light in weight.

Frieze—Heavy, shaggy woollen cloth with thick nap forming little tufts.

Galloon—Narrow trimming of wool, silk, tinsel, cotton, etc. Also gilt or silver lace on uniforms, liveries and band caps.

Glaze—Changeable colors, usually in silk or woollen goods, produced in weaving. Glaze gloves are those finished with a polished or dressed surface.

Guimpe—A front and back yoke to be worn with low-cut dress, with or without sleeves.

Habutai—A plain woven silk made in Japan on hand looms. Smooth and even in texture.

Ice Cloth—A new weave of wool and raw silk. The raw silk is thrown on the surface and gives a shiny, frosted appearance to the goods.

Jaconet—A fine muslin, heavier than cambric, free from starch or dressing, but glazed by calendering.

Jacquard—Applied to materials woven on jacquard looms which automatically select the threads and make the designs formerly produced on hand looms only.

Jardiniere—In flower-garden designs.

Jupon—A short petticoat. Applied to the new double and triple skirts. The upper skirt is the jupon.

Kaiki—A Japanese silk, plain woven and less fine in weave than the habutai.

Khaki—A coarse, plain woven cotton or woollen cloth used for uniforms in tropical climates.

Lisle—A fine, hard-twisted thread, formerly of linen, but now spun from cotton, used for knitting gloves, hosiery and underwear. Cotton must be specially treated for this process. Same relation to cotton that worsted is to woollen.

Liberty—Thin, satin-finished silk.

Louisine—Thin silk woven in small checks.

Luxor—A ribbed satin or silk cloth, soft and rich.

Maline—A very fine silk net of gauze-like texture.

Marceline—A thin silk used for linings. Plain made, brilliant surface.

Matelasse—Woollen or silk cloths which have a raised pattern on the surface as if quilted or wadded. Peculiar term applied to this class of weaving.

Medici—A collar for cloaks and dresses, very high and stiffened, rolling outward at the top.

Melange—Mixtures of color applied in weaving. Also mixtures of cotton warp and wool weft.

Melton—Stout, smooth woollen cloth used for men's clothing and ladies' coats. The nap is sheared close to the surface and is finished without pressing or glossing.

Mercerize—A chemical process of rendering cotton threads lustrous. The thread is shortened and hardened, producing a silky effect. Named after the inventor, John Mercer.

Merveilleux—Name applied to a class of fine twilled-back silk satins.

Mocha—Leather made from the skin of an animal found in Spain and Egypt, a cross between a sheep and goat.

Miroir—Glossy or brilliant surface produced on pile and silk fabrics by calendering.

Moire—Watered or clouded surface effects produced by pressing goods in a hydraulic machine.

Moreen—Fabric of mohair or wool filling and cotton warp. Made in imitation of moire silk.

Mousseline de Soie—An extremely fine soft muslin made of silk.

Pajamas—Loose garment, consisting of drawers and blouse, used as lounging or sleeping robe.

Paletot—Loose light-weight outer garment with sleeves, cape and hanging hood.

Panne—A pile fabric of the satin antique variety. Long-haired, but not so lustrous.

Passementerie—Heavy embroideries or edgings and galloons, especially those made of rich gimps, braids, beads, silks and tinsel.

Peau de Soie—Silk woven like grosgrain, but with a rib so fine as to produce a plain woven face. The best grades are finished alike on both sides. The effect is satiny.

Pelisse—Long cloak covering the figure, formerly a garment of fur. Full to the feet, covering the entire figure.

Penang—Cotton cloth similar to percale, but heavier.

Percale—A kind of cambric closely and firmly woven, with more dressing than ordinary muslin, printed or plain.

Picot—Small loop used as an ornamental edging on ribbons or lace.

Piece-dyed—Cloths or silks dyed in the piece after weaving as distinguished from those in which the yarn is dyed before weaving.

Plastron—Part of the garment covering the breast.

Polonaise—The upper portion of a gown in which the waist and draperies are made together, having the petticoat separate.

DRY GOODS DICTIONARY—Continued.

Pompadour—Small flowered designs printed or brocaded in bright colors, used principally in the manufacture of silk and cotton fabrics.

Ponge—Thin, soft silk fabric woven from the natural uncolored raw silk.

Popeline—A repped wool and silk material, the warp of silk.

Princesse—A long gown made in one continuous piece fitting closely.

Plauen—A term applied to German machine-made laces made at Plauen, usually the coarser embroidered effects.

Plisse—Plaited.

Pointille—Dotted with small spots or polka dots.

R

Redingote (French for riding coat)—Double-breasted plain long coat for women.

Rep—Style of weaving in which the surface has a crosswise ribbed appearance as a distinction from "cords" which extend lengthwise in the fabric.

S

Serge—Twilled worsted fabric, in weight and texture belonging to the flannel family. Woven in a fine or coarse twill with a worsted warp and a woollen weft.

Suede—Leather tanned on the wrong or bleached side, or having the thin, glossy outergrain shaved or peeled off, leaving an undressed surface. Usually mocha or lamb-skin.

Swivel Silks—Any of the ordinary weaves on which small figures are embroidered by the swivel process.

T

Taffeta—General term in the silk trade. Formerly plain silks woven by regular alternations of the warp and weft. Supposed to be the first silk ever woven. Now a thin, glossy silk, plain texture. Woven in cords so fine as to appear plain on the surface.

Tam o'Shanter—Originally a Scotch cap. To-day used as a name for any large puff crown hat.

Toque—Style of head covering of the sixteenth century for men and women. At present any woman's round hat without brim.

Tulle—Plain fine silk net.

Tunic—A misnamed drapery of to-day's style. Originally Roman and Greek garment enveloping the whole body. To-day a simple, smooth, draped effect laid on the lower petticoat from the waist.

V

Vicuna—A soft all-wool dress fabric made from the hair of the llama or mountain goat.

COLORED SHIRTS FOR MEN TO CONTINUE.

Says a man of fashion: "The colored shirt for day wear shows no signs of becoming less popular or less fashionable. It is correct for men of all ages. Bright colors and striking combinations are never the best style, but the stripe still seems to be the most usual and the smartest design. I advise very slender stripes or hair lines, as being rather the least common, but all the smart shapes show a great variety of materials in pinks, blues, lavenders and reds, and in every possible combination of stripe effect. Generally speaking everything loud and fantastic should be avoided."

ITEMS ON COMING FASHIONS.

IN Paris deep yellow kid gloves are coming more into favor. Yellow is a dressy color and does not easily show the dirt. Small gilt buttons are very fashionable, and are seen on many of the corsages of cloth costumes. They are often laid in between a narrow gold braid, in which case the collar and lapels are trimmed with the same braid.

Although we have been told, says The London Draper's Record, that the time of the extinction of the "blouse" as a popular garment is near at hand, the orders given for the coming Spring season certainly do not seem to corroborate this view, as both makers of fancy mercerised cotton blouse cloths and silk striped delaines have all sold unusually large quantities of these very beautiful fabrics for the coming season.

With the decline of the Empire comes a fuller skirt. A new skirt model mounted in small loose plaits that extend half way around the waist is being shown in Paris. For walking costumes there is, however, a marked return of favor to the perfectly flat skirts, the affair without either gathers or plaits around the hips. The great thickness of Winter textiles is the reason given for this, and faith is strong in the more fanciful and elaborate methods of mounting.

That the collarless, or, as it is more definitely termed, the open neck waist, will be a feature in the wash waist trade next season is the general consensus of opinion, says The Chicago Dry Goods Reporter, among the leading waist authorities, but as to the extent of the vogue there is more question. A general feeling prevails, however, that the mode is only adapted for high-class novelty trade. While all simple lines will need to contain some collarless styles, present indications do not warrant a very extensive showing of these styles in the early models.

In lace curtains the newer novelties in the higher qualities shown by English makers include some richly embroidered goods.

A very pretty new fashion is to line the almost flat flower or flowers, which adorn many of the cloth dresses, with silk in white or some light contrasting tone. At the edge the silk shown is a bias fold three-quarters of an inch wide, or may be made more decorative by fringing. Brown or grey cloth dresses are thus trimmed with pale blue, pink or cream-colored silk. The waist trimmings and undersleeves correspond.

High-class trade in London is ordering stylish cloths of vicuna and Indian cashmere serge.

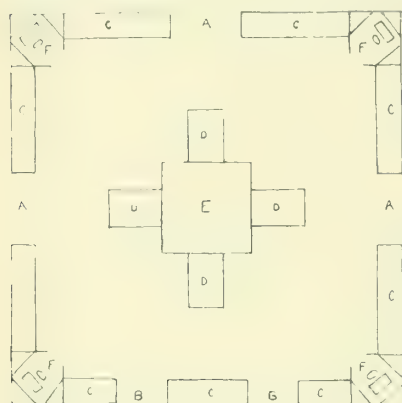
Style liberty characterizes the millinery of this season. The lack of imperative fashions in millinery is unprecedented, says The Dry Goods Reporter. It is, however, a pleasing feature to the consumer and a profitable one for the trade. There is no dictatory mode to conform to regardless of its becomingness. No arbitrary scheme of color is in force despite its evident unfitness. In fact, all faces, figures and complexions can find a style and coloring suitable. To the trade is afforded unlimited opportunity for variety in their showings. Limited only by the boundaries of good judgment and refined taste, the trimmers can give free rein to their originality.

IDEAS IN STORE FLOOR PLANS

With Illustrations That May Prove Useful to Merchants.

B arrangement and display, the merchant does much to help the sales of his goods, and if he is opening a new department or rearranging an old one, an idea of what other men are doing may help him. Herewith are three plans which deal with millinery, shoes and wall paper and how the stocks and the interior floor space are disposed of.

MILLINERY.—The millinery department in a large Brooklyn store is a room about square, with one side facing a side street. Adjoining the three other sides of the millinery room are three other departments. A shows each entrance from the other departments. B shows the windows on the side street. On the four sides of the room are cases with sliding glass panels. These cases are shown in the illustration by the letter C. In the centre of the room is a large



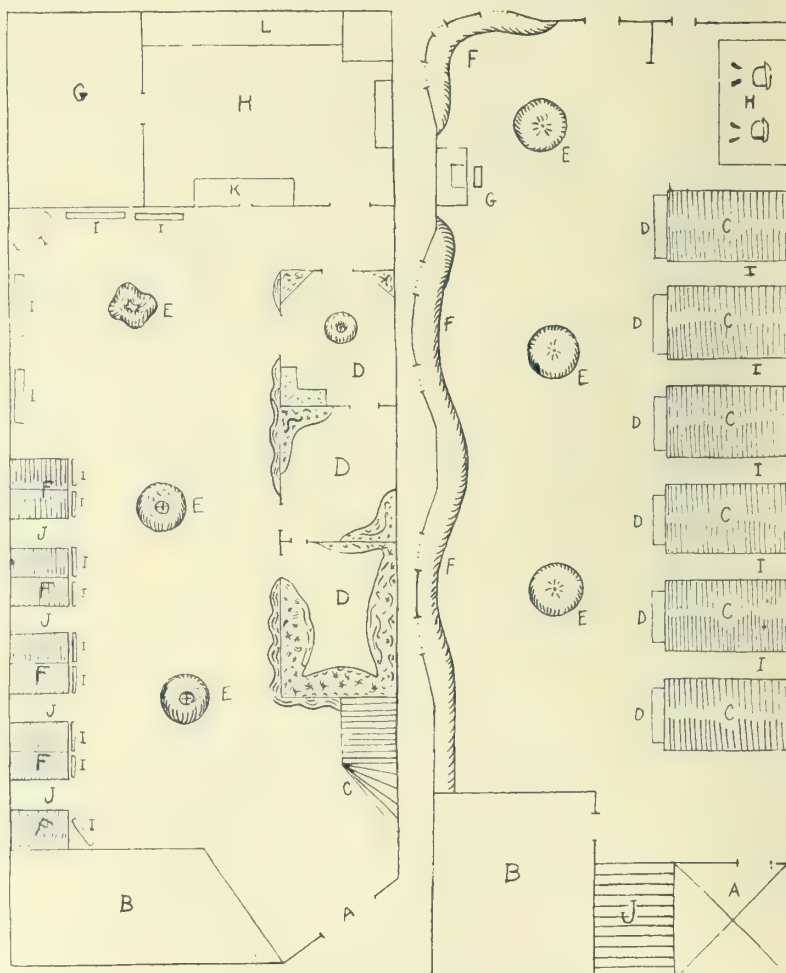
Millinery Arrangement.

square case with four long narrow cases extending from each side as shown by D in the sketch. All of these cases are fitted with sliding glass panels. In each corner of the room is a small "trying on" room. Each of these is shown by F. The wood work of this room is either a dark cherry or a mahogany. The carpet is of a rich dark shade which harmonizes well with the other surroundings. Over the square case in the centre of the room is a gilt dome. Each of the small "trying on" rooms is decorated in gold and is fitted with mirrors on all sides. There is also a small table and a chair in each. The mirrors are so arranged that a person may see how a hat becomes her from many points of view. Electric lights are concealed on the roof of each case. The light is thrown down by means of reflectors onto the hats which are displayed below on stands.

LADIES' SHOES.—The next illustration shows in a general manner the arrangement of a ladies' department in a Washington store. The store is on a corner and the ladies' department is on the second floor. A shows where the elevator is situated and J shows the stairway. B is a little private room for ladies. Along the side of the room next to the street is a long upholstered seat which bows out at the bay window and makes window seats. There is also a window seat in the bay window on the corner. These seats are

shown by the letter F. The letters E, E, E show other upholstered seats. Scattered here and there about the room are chairs. The stock of shoes is kept in the series of shelves shown by the letter Cs. In front of each series of stock shelves is a small shelf which is shown by D. A small shoe blacking stand is placed in the room H. G shows a small ladies' desk for customers' use. I shows the space between the shelves in which the salesman enters when he pulls out a pair of shoes to show to a customer. This salesroom is elegantly carpeted and draped with lace curtains and rich portieres. Mirrors are placed over each of the small shelves, D, and afford plenty of opportunity for customers to see how the new shoes appear to those in front. The counter idea is entirely done away with, as it is in many stores. The arrangement of the shelves makes it possible to keep more shoes where one can conveniently lay his hands on them.

SHOWING WALL PAPER.—The third and last store floor plan is made from that in actual use by a Boston house decorator and wall paper dealer. The store is rather narrow, but very deep. The entrance A is on a slant, which makes a wider doorway. B represents the shape of the display window. C shows a stairway going up. D shows three small rooms fitted up as dens. In these rooms are shown the different styles of draperies and odd wall decorations, window seats, and cozy corners. The E shows three large ottomans, over the centrepiece of which are displayed large palms. The shelving is on the same general plan as that of the shoe-room already shown, and it has two very distinct advantages over the ordinary shelving. The first advantage is that there is



Arrangements for Shoes and Wall Paper.

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Wholesale Dry Goods
Woolens and Carpets

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45, 47, 49 and 51 O'CONNOR ST.

DEPARTMENTS...

- A. STAPLES
- B. COL'D COTTONS AND LINENS
- C. TWEEDS AND CLOTHS
- D. DRESS GOODS AND LININGS
- E. MEN'S FURNISHINGS
- H. SMALLWARES, HOSIERY AND RIBBONS
- T. CARPETS AND HOUSE FURNISHINGS

We do the largest Wholesale Dry Goods business in Canada, in proportion to the number of travellers employed. ❁ ❁ ❁

more shelf space, and the second is that there is only a little loss of wall space, which must be used for showing pictures of artistically arranged and decorated homes, rooms, etc. G, a small room at the rear of the store, is for the manager's private office. H is the main or bookkeeper's office, in which the cashier's desk is situated, as shown by the letter K. The numerous Is are supposed to represent stands on which are displayed various rolls of wall paper. These stands are about four feet high, but may be raised or lowered at will, so as to show six or more feet of a roll of paper. Customers are seated on either one of the upholstered seats beside the small drapery rooms or on one of the ottomans. The customer may then note the effect of the paper she is inspecting from across a room. This is the view which will tell her that paper which will look best on her room. The staircase C leads up to a balcony over the three small rooms represented by D. On this balcony are shown rugs, art squares, parquetry, and lace curtains.

These floor plans show what is done by three merchants in three lines of trade, but they ought to furnish suggestions for store plans for many other lines. The shelving arrangement is especially good for any line of business, as it furnishes much more shelf room without sacrificing floor space to any great extent.

GIVING VALUE TO DEAD STOCK.

THE IMPORTANCE OF KNOWING WHAT R. PARKER & CO., DYERS AND CLEANERS, ARE DOING FOR CANADIAN MERCHANTS.

We confess that only when a representative of THE DRY GOODS REVIEW visited a short time since the large dyeing and cleaning works of R. Parker & Co., 787-791 Yonge street, Toronto, did we really appreciate all the help extended by this firm to drygoodsmen and milliners throughout Canada.

Our attention was directed by Mr. Robert Parker, principal of the firm, to a large shipment of flannels in blue and pinks that had come to them from an eastern dry goods house. Military spirit has regulated the fashions this season, and military red is what is in demand in Canada from the Atlantic to the Pacific. Here was a case of a dealer who had abundance of fabrics of other colors, but had not been able to keep up with the demand for military red. The difficulty, however, was quickly gotten over by sending these goods to R. Parker & Co., who, in a short time, returned them to the house as stock that is in as large demand just now as tea or sugar in the grocer's.

In another way R. Parker & Co. put good money into the pockets of dry goods merchants and milliners, by redyeing many fabrics that have been off color, or faded, or soiled in some particular way. The character of work done by this firm is such that it is practically impossible to tell the difference between the redyed and finished materials and new goods that might come from the factory.

R. Parker & Co. are particularly successful in dyeing, cleaning and recurling feathers and plumes of all kinds, as well as in the miscellaneous articles of the dry goods store, such as ribbons, braids and hosiery.

Wims & Co., of Campbellford, have moved into their new and larger store at the corner, where Mr. Wims has a much finer store than before. He has fitted it up in the most artistic style which he well understands how to carry out. Like other merchants, Mr. Wims speaks favorably of the new addition to THE DRY GOODS REVIEW of a dry goods letter from New York.

STORE IMPROVEMENTS IN SYDNEY.

AMONG the numerous new buildings that have been erected in Sydney, C. B., this last year, none are more conspicuous than Messrs. Prowse Bros. & Crowell's solid brick, three-storey store, 41x100 ft., at the corner of Charlotte and Prince streets.

On the right of the first floor is ladies' wear, while the left is for men's furnishings, and in the rear boots and shoes. The basement contains groceries, crockery ware, kitchen utensils. Luxfer prisms are used in increasing and diffusing light.

On the second floor are clothing, carpets, etc. The third flat is used for jobbing stock and stock-room. There is an elevator which carries the heavy goods to the different departments. The firm is an amalgamation of Prowse Bros., of Charlottetown, P.E.I., and Mr. Crowell, of Ferguson & Crowell, Sydney.

Messrs. J. Young & Son, of Sydney, C.B., merchant tailors, have remodelled their store so that they now have three storeys, 20x30. The first flat is for stock and show-room, the second floor for the cutting-room and a room to keep suits in after they are made up free from dirt, etc. The third flat is a fine large well-ventilated work-room with a skylight. The building is heated with a hot-air furnace, and is painted white from top to bottom.

Messrs. McCurdy & Co. of Sydney, C.B., have a very neat dry goods store, 60x60, finished in quarter-cut oak. The first floor is devoted almost entirely to ladies' wear. In the centre of the store is a circular counter made of plate glass, which makes a splendid showcase. In the rear of this is the office, with upper half in glass, so that the principal can attend to his duties and yet see all that is going on.

The basement is used for heavy woollen and cotton goods, clothing and men's furnishings. It is lighted by means of Luxfer prisms. The second floor is used for millinery, show and work-rooms.

Mr. A. G. Forbes, a member of the firm, was good enough to show a representative of THE DRY GOODS REVIEW over the premises.

INCREASED TRADE BY ADVERTISING.

The result of the publicity given to a certain well-known patent mattress by advertising in the leading magazines and religious weeklies is set forth in an article in Scribner's Magazine. The firm spend about \$500,000 annually in advertising, occupying on the average from half a page to a page for nine months of the year. In September they placed an inserted page in two magazines, to each of which they had to pay \$1,500 for the one insertion.

They receive about 300 letters every day in the year, in answer to which they send a circular letter and a copy of their booklet, "The Test of Time." This contains 12 pages of testimonials and other reading matter, beautifully illustrated with half-tones and line engravings, showing the progress in the art of bed-making during the 19th century. All this advertising has caused an increase in trade every year during the 50 years that the firm have been in business. Mr. Ostermoor, sr., states that the total number of mattresses sold in 1899 was a little over 60,000. Among the dealers in Canada who are handling these goods are the Nova Scotia Furnishing Co., Halifax; the Scott Furniture Co., Winnipeg; Henry Morgan & Co., Montreal; T. Eaton Co., Toronto, and Weiler Bros., Victoria, B.C.

WE HAVE A MOST DESIRABLE AND EXTENSIVE RANGE OF GOOD SELLERS FOR

SPRING, 1901

..in..
COTTONS LINENS
TWEEDS COATINGS

60
YEARS

OF

EXPERIENCE

PROGRESS

AND

SUCCESS!

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SILKS
DRESS GOODS AND CASHMERES
GENTS' FURNISHINGS
CARPETS AND FLOOR CLOTHS

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WRITE TO US AND
YOU WILL GET

PROMPT
ATTENTION!

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QUEBEC.

THE WEAVING OF "TURKEY" CARPETS IN DONEGAL.

By Mary Gorges.

AMONG Irish industries now at work there is one which was established not much more than a year ago; but already it shows great results, and promises even greater. This industry—the making of "Turkey" carpets in Donegal—originated in the simple observation made by certain manufacturers of artistic textiles when on tour in Donegal, that here, in one of the wildest, grandest, but also most barren parts of Ireland, hard labor was plentiful, and only applied to the well-nigh impossible task of winning a bare subsistence from land often little better than rock or bog, while the latent cleverness of the people, and the quickness of brain and deftness of touch which they undoubtedly possess, were absolutely wasted. In such qualities these gentlemen recognized a vein of wealth, so exactly did they seem to meet the requirements of an undertaking in contemplation at the time, the success of which must depend not alone on sufficiency of hand-labor, but on just such natural intelligence to supplement it. Thus inspired, they resolved on the experiment of establishing a place at Killybegs for the making of hand-tufted carpets of the description known as Turkish or Persian. This

done, they gathered in the young people of the district and set them to a work of which I have been permitted to see the following graphic account :

Advantages of Hand-Made Goods.

The peculiarity of this fabric—"hand-tufted carpets"—is that from its nature it must be a hand production. The tufts, or "mosaics of small woollen squares," as William Morris calls them, are tied by the fingers in knots into longitudinal warps, which are stretched between two long parallel beams. The carpets are made of any size or shape, to suit any room. The design is placed in front, and the girls—from three to a dozen, according to the size of the carpet—select the colors indicated, row by row; these are tied, then bound down by "shoots" of woollen welt drawn across the entire width, and beaten firm by small iron-toothed hammers. Individual skill and workmanship come largely into play, and it is an industry peculiarly suited to the rural districts of Ireland, for no steam-power is required, and there is, therefore, no handicap on the commercial side from the absence of coal; while the production being necessarily slow, a large proportion of the ultimate value comes from the labor. The fact of these carpets being hand-tufted has its charm in that stamp of individuality and irregularity which no power-loom can give. The manufacturers who have undertaken this make many varieties of carpeting by power-loom, and it was owing to strong demand from high class customers over the world for a production of a more individual character that they were led to resort to the primitive method of weaving. The difference between a carpet produced in this way and the

ordinary smoothly-shaven power-loom production is much the same as that between an oil painting and a colored lithograph, and, with the increase of good taste and wealth, the demand for the genuine daily grows. The method requires human thought in the process; it is, therefore, an industry which cannot be superseded by power loom, and can only be approached by mechanism of a highly complicated and uneconomical sort. Indeed, it is the individual art character which has kept the Persian and Turkey carpets in steady demand for hundreds of years, and more so now than ever, and the appreciation of it which led William Morris to establish hand-tuft carpet and tapestry looms at Hammersmith 20 to 30 years ago. These Donegal carpets are of similar weave and character.

Reproducing the Eastern Fabrics.

Visitors to the textile department at the Dublin Horse Show in August of last year were much surprised and pleased by the beautiful display of Donegal "Turkey" carpets to be seen in the three rich subdued colors of those Eastern fabrics, so exactly reproduced as to present absolutely no difference externally; and we were assured that the colors were as unfading, the texture as impervious to wear, as in the original Eastern carpets; and, indeed, this was the impression conveyed by their rich, soft quality.

There were also very handsome carpets in green shades; one of myrtle color, another of delicate sea-green, in which the pattern was defined by a little wave of lighter tint that



SIR WILLIAM MEREDITH.

Chief Justice of Common Pleas, and one of the Best Living Authorities on Ontario Law.



Latest Styles in Japan Corded Silks.

LYONS-DYED HABUTAI (Taffeta Finish).

20-in., 23-in., 27-in. and 36-in.

JAPAN HABUTAI SILKS.

All Widths and Qualities—from 18c. to \$1 00 per yard.

LADIES' DRAWN-WORK TIES.

Crepe de Chine Ties.

Twill Polka Dot Ties.

Fringed Ties.

Hemstitched Habutai Ties—(all Colors).

BOYS' WINDSORS.

Polka Dots, Plaids, Checks, Etc.

K. ISHIKAWA & CO.

24 WELLINGTON ST. WEST, TORONTO.

FAIRE BROS. & CO., Limited

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Manufacturers of

SMALLWARES

SKIRT BELTINGS
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BELT WEBS
BLIND CORDS
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Smith's Adjustable Overalls.

PATENTED 1900. CANADA'S BEST.

To The Trade:

We have the honor to inform you that we manufacture "Smith's Adjustable Overalls," and we trust that the excellent workmanship, adjustability and usefulness of this novel design will induce you to favor us with your patronage.

They are quick sellers, because anyone can see their advantages, and are just what the mechanics and railway men have been wanting.

Let us send you a sample two-dozen lot before placing your Spring order.

**THE R. J. SMITH CO., Limited,
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P.S.—We make merchants' own cloths into all kinds of clothing.

ENGLISH MADE RAIN COATS

“Repellus” Brand

For Ladies
and Gentlemen.

**RAINPROOF
YET POROUS**



The “Raglan” (whole back)

We guarantee
all our garments
to be made by
Men Tailors

One size
will fit
3 different figures

B. BIRNBAUM & SON, LTD.

3^B CANNON ST., LONDON, ENG.

Canadian Agent,

W. SCULLY, 14 LEADER LANE

Who holds our samples.

TORONTO



The “Vernon” (whole back)

WEAVING OF "TURKEY" CARPETS—Continued.

undulated through the thick, soft pile. The picture which hung near of a barefooted Donegal girl, agile and graceful as a mountain deer, drew attention to the fact that such girls were the principal weavers of these carpets. I may mention another picture concerning this industry which caught the eye in the windows of Messrs. Millar & Beatty, Grafton street, Dublin agents for these carpets; namely, a spirited water-color sketch of a scene in Donegal: carts laden with bales of carpets and drawn by the poor patient donkeys, to whom, for once, honor is given. Underneath is written: "The Irish Camel!"

Not a Cheap Line.

From the method of the manufacture, it follows that these cannot be cheap carpets, in the ordinary sense of the word. The price per square yard varies from 17s. to 45s. They can be made of any coloring or to any shape, while the success and beauty of the work depend very much on the worker. It is encouraging to those who believe in a future for Irish industries to hear that "the first year has proved that Irish girls are admirably adapted for the work," as "they show a nimbleness of finger and sharpness of eye for color and form that have astonished their teachers, and they take up the work with a spirit and cheerfulness that is quite refreshing."

Had Irish women failed in this year's test of their industry and skill, the scheme now planned out to spread this work over the west of Ireland would probably never have been contemplated, but already the originators have little doubt "that the Irish hand-made fabrics will soon bulk largely in the markets of the world," or that the further development of their undertaking will be as successful as its beginnings. It will give employment to many hundreds of girls and boys, and one of the most important features will be the rearing of sufficient sheep on these Western Highlands to supply the full requirements of an industry whose goods are made entirely of wool. This wool will be spun and dyed on the spot, for in both of these arts Irish women are adepts, and the "soft, unfading colors produced by the people from common plants and mosses," are in great demand for friezes, homespuns, tweeds and all woollen goods.

A Girl's Labor.

Turning to the statistics on which this projected scheme is based, it is reckoned that one girl in the industry will work up in a year the wool of 225 sheep. When the number employed increases to 1,000, as it is expected in a very few years, it will mean the consumption of the fleeces of over 10,000 score of sheep annually, and a sum divided among the sheep farmers of something like £15,000. For the spinning, dyeing and weaving of this wool the families of these farmers or small holders would earn in wages from £20,000 to £30,000, making a total of perhaps £40,000 circulated among the inhabitants of these Donegal hills.

There is nothing Utopian about this scheme, and, perhaps, the fact that a Scotch firm—Messrs. Morton & Darvel, Ayrshire—carry on this industry, is a sufficient guarantee that the project is both feasible and eminently practicable. Confining their efforts entirely to Donegal at first, the promoters are building a place at Killybegs to accommodate over 400 workers, this number being available within a radius of two miles from the village. Having an ideal harbor, as well as a branch of the Donegal Railway, Killybegs is meant to be the central depot, where all wool will be collected and spinning and dyeing done for the entire industry. Other branches for

weaving only will be established at villages such as Kilcar, Ardara, Glenties, etc., and the products forwarded to the central depot for finishing and despatch. For more scattered and outlying parts, where girls could not walk morning and evening to a factory, a simple device has been invented whereby, after the girls have acquired the art, they can take the frame loom to their homes and weave the quaintly-designed rugs or tapestry panels in their homes, or as they watch the sheep on the hillsides.

The Donegal carpets do not require the appeal to "support home industries." Once seen, they will be bought for the sound quality of the texture, the touch of art in design and coloring, and for their beauty; in short, for their intrinsic merit. Carpets have already been made at Killybegs for some of the highest decorative art critics in England and America, and work is at present going on for important public buildings.

The Queen Orders a Carpet.

World-wide attention has been called to this industry, from that Her Majesty the Queen ordered from Messrs. Millar & Beatty a Donegal carpet, to be made at Killybegs. The design chosen is in shaded red of a very fine quality and on handsome rose-colored ground. The variety of beautiful designs and colorings were particularly remarked on by Sir Fleetwood Edwards when conveying the order.

It will seem like a fairy tale to the patient peasant workers in those lonely glens and hamlets still so far removed from the rush and bustle of the world's highways, that now they weave a fabric for the Queen. But so it is, their hour of appreciation has come and they are found ready for it. Many an order will follow that of our Sovereign's, and to many a home far and near will these "Turkey" carpets be brought. Even the increase of earnings among the workers will scarcely be so valuable as the knowledge thus spread of their capabilities, one of the many happy results which Her Majesty's visit to Ireland has brought about and which will make the year 1900 memorable indeed in the annals of Irish industries.

Of Importance to Ireland.

The Congested Districts (Government) Board has heartily supported the venture from the first, and the Messrs. Morton speak in high terms of the extreme courtesy and assistance they have met with everywhere, from priest and people alike. What wonder? All who care for the people see that this industry means for them a release from the hard struggle of existence, a share in life's ordinary comforts and room for the development of minds hitherto crushed under the burden of direst poverty and privation. Above and beyond all, it will give them freedom to dwell at ease among their native hills and lakes, whose magic chains them to the soil while the hardest life is possible upon it, or draws them back to comparative comfort in other lands with the cry which the poet voiced:

I will arise and go now, for always, night and day,
I hear lake water lapping with low sounds on the shore;
While I stand in the roadway or on the pavement grey
I hear it in the deep heart's core.

It is said that the Belfast linen trade with the United States, under the present tariff, consists of the medium and fine end of housekeeping goods, the linen handkerchief section, such fancy linen products as are not monopolized by Germany, and the bleached linen web. The election of McKinley has confirmed the present tariff, so that orders for Irish linens, which were held over pending the result, have been confirmed.

all cut
Staunton

Book 8 page 62
**Wall
 Papers**



1901

It stands to reason that the dealer who has the best line will likely do the best business.

We have succeeded to our own satisfaction in making what we believe to be the best line we have ever had to offer—the most beautiful, most salable and most attractive priced.

And what we have seen and heard, and what other people have told us about our 1901 line, in comparison with other lines, only confirms us in our belief.

The fairest way for you to judge the line is to see it—and the easiest way to see it is to drop a card for a set of Sample Books—or ask to have one of our travellers call on you. You're welcome to either.

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of Osler & Hammond, financial agents, and
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THE DRY GOODS MAN WHO MAKES MONEY.

MANY conditions enter into the making of money in business, but in a day of keen competition and small profits one important essential is to watch the little things—be careful of the leaks.

Losses come to merchants from the depreciation of stock for which he has paid good money—the outcome of injudicious buying sometimes—securing goods that are unpopular in color, or in some cases stocks injured by exposure to the sun, or shelf-worn and soiled-looking.

Suppose you have bought a lot of goods that are unpopular in color. Just send them here, as many are doing, and have them re-dyed to a popular shade. We are this season re-dyeing thousands of yards of flannels and other fabrics to the popular military red.

If the goods are soiled—no matter how this has come about—we re dye them and re-finish them in such a way that they go back to you as though they were new goods fresh from the manufacturer.



- Hundreds of merchants all over Canada
- are sending us their stocks to be treated
- in this way. Others might just as well
- increase their profits by pursuing a
- similar plan.

Write us for further information needed, or, knowing us for twenty years or more, ship your parcel direct to works.

R. PARKER & CO.,

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A. J. J. Ronais
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Nov 10*

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-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

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ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

 Scotch Fingering
Wheeling
Petticoat Fingering
Soft Merino

 Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

 Vest and Silk Vest Wool
Lady Betty
Shetland
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All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

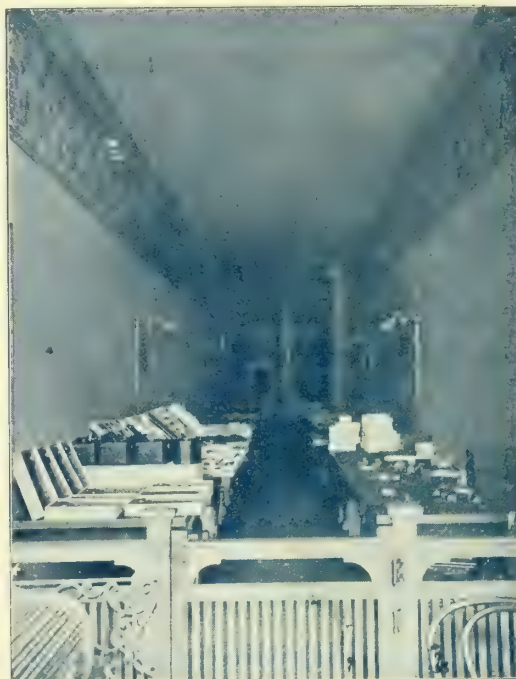
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without artificial light.

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Architects.
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by
Owners.
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Tenants.

 Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

GRAND PRIX

EXPOSITION DE PARIS, 1900.

JOHN FOSTER & SON, LTD

Spinners & Manufacturers of

ALPACA, MOHAIR & WORSTED

SILK SEALS & PLUSHES

Black Dike Mills, QUEENSBURY, BRADFORD.

PARIS 1889

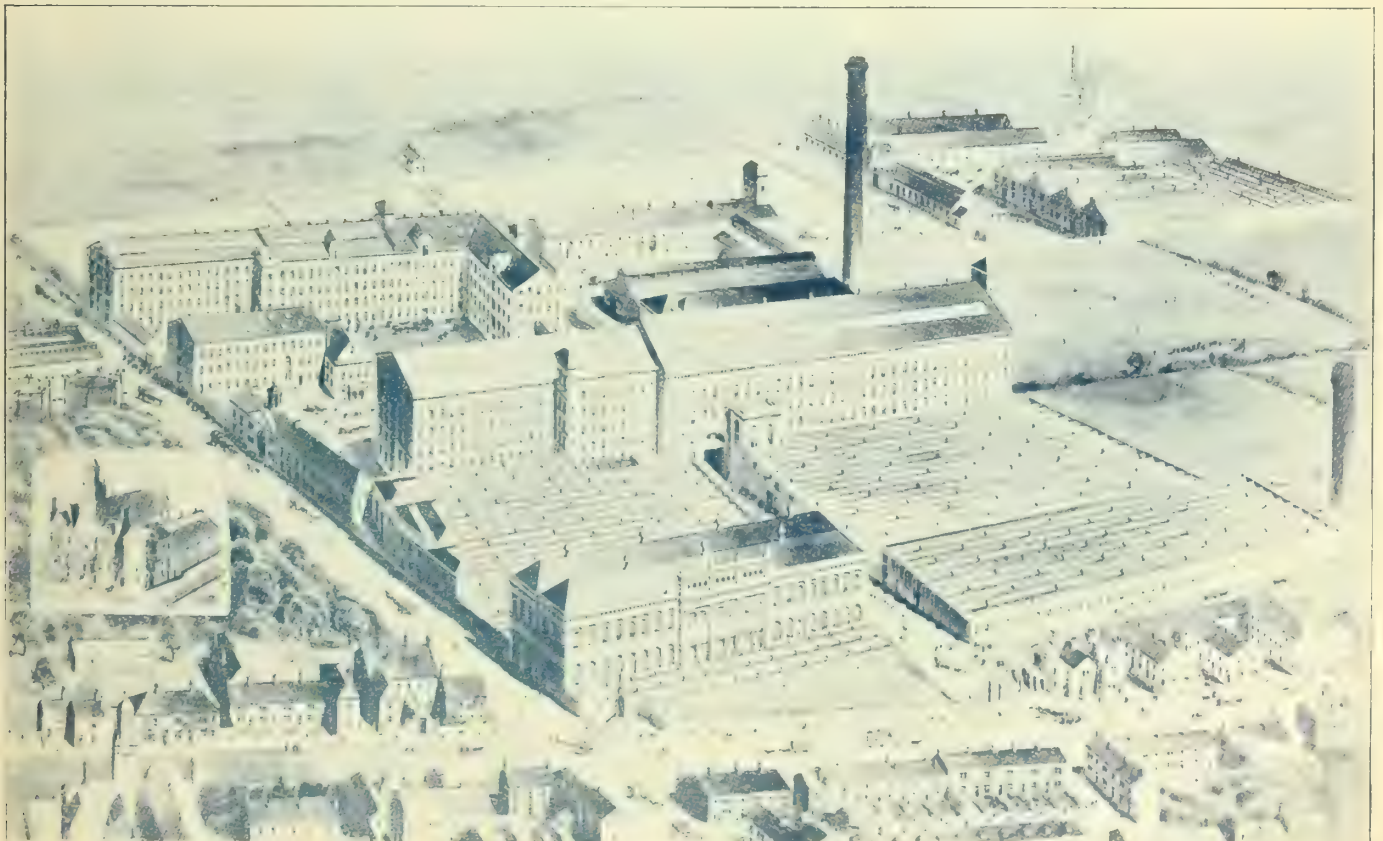
S. AFRICA 1886



The above firm is one of those which may justly be called historical. It was started in 1819, and since that period there has been such an entire revolution in methods of manufacture that a business beginning then must have passed through the changes and experiences which make a history. In 1819, Mr. John Foster, the founder, made only what were then known as lastings and damasks, employed hand-loom weavers, and carried on the spinning in a rented mill at Bradford, the combing being done near Queensbury. To-day, after frequent additions and enlargements, a perfect town of factories, workshops and dwelling-houses for the workers covers acres of ground. The firm are self-contained—they have their own fire brigade, with all the necessary accompaniments; their own gas works, water supply, and electric lighting plant; a splendid hall, called the Victoria Hall, in commemoration of the Queen's 1887 Jubilee, contains a concert room, theatre with appropriate scenery, recreation room, kitchens, swimming baths, billiard room—everything the army of workpeople can possibly desire. They have shown their appreciation by presenting busts of the founder of the firm and his son, which are placed at the entrance to the hall, and form handsome additions to the fine building. Messrs. Foster also own large collieries and estates in Queensbury, and property in Bradford. They are now, of course, formed into a company, after the modern fashion. The manufactures now embrace alpacas, mohairs, worsteds, fancy plushes, trimmings, silk seals, and mohair railway carriage cloths. All the operations, from spinning to finishing, are performed on the premises, and the materials are produced in every possible variety. These are sent all over the world, Australasia, North and South America, France, Germany and the Continent generally taking especially large quantities.

The firm's exhibit at the Paris Exhibition is a notable one. It is contained in a very handsome show-case, quite lofty in height and proportionally large. Here are to be seen materials in every stage of manufacture, from the raw fibre to the finished article ready for export. Goods are shown made from mohair, English wool, alpaca, silk, cotton and botany, and among the raw materials are Turkey and Cape mohair, alpaca and English wool. Glacés, brillantines, coatings, both plain and fancy, dress cloths, tennis cloths, vestings, and other products from mohair, English wool and alpaca, form part of the exhibit, which includes dyed yarns, genapped yarns, rovings, silk seals, plushes, velvets, Utrecht velvet, mohair railway carriage cloths, trimmings, &c.

Messrs. Foster have recently succeeded in obtaining the highest award at the Paris Exhibition, 1900, having received the "Grand Prix" for their exhibit. They have previously had Gold Medals for London, 1851; Paris, 1878 and 1889; and South Africa, 1898.





HON. S. N. PARENT,
The new Premier of the Province of Quebec.



A. E. KEMP, M. P.,
of the Kemp Manufacturing Co. Toronto.



HON. SENATOR A. THIBAUDEAU,
of Thibaudau, Bros. & Co., Montreal and Quebec.

When you have a few minutes to spare to consider

AN ATTRACTIVE PROPOSITION

you can do no better than to write to us
and let us prove to you that

The New Idea 10c. Pattern

IS THE BEST INVEST-
MENT POSSIBLE FOR
YOU.



By our generous and pro-
gressive business methods
we have established perfect
confidence between our cus-
tomers and ourselves.

OTHERS SAY SO TOO!



THE PROMINENT
DRY GOODS MEN

of every Province in the
Dominion are unanimous in
their praise of our Pattern
as a money-maker and trade-
winner.

From Ocean to Ocean

.. IT IS ..

The Woman's Favorite Pattern



MERCHANTS,
DRESSMAKERS,
MOTHERS,
WOMEN YOUNG AND OLD,
everyone who has used or
sold it, vouch for its reliabil-
ity and genuine worth.

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75, 77, 79 Victoria St., TORONTO, Ont.

Business Men in Parliament.



and politics than any other single movement.

Business men may be party men, but they are not making a living out of politics. They will grow weary of long discussions, personal abuse and unbusinesslike methods in Parliament. They gradually, when strong enough in numbers, force their leaders to conduct public affairs on business lines. When a purely commercial question is up for legislation or debate their views carry weight. These are a few only of the reasons why competent business men make good M.P.'s and Senators.

The general election in Canada last November has brought a good delegation of business men into Parliament; not as many as might be there, but still a fair number. Without attempting anything like an exhaustive list, here are some of those elected to both sides :

GOVERNMENT SIDE.

William Paterson,
Robert Bickerdike,
Henry Lovell,
W. C. Edwards,
William Roche,
Joseph Matheson,
James Reid,
A. Gibson,
Thomas Mackie,
John Charlton,
John Tolmie,
Richard R. Dobell,
J. P. Brown,
Thos. Murray,
J. T. Schell,
Chas. S. Hyman,
W. S. Fielding,
George Turcot,
M. E. Bernier,
A. A. Wright,
A. E. Dymont.

OPPOSITION SIDE.

William R. Brock,
John Culbert,
Thomas Earle,
Uriah Wilson,
Bennet Rosamond,
Thomas Birkett,
Matthew R. Richardson,
Richard Blain,
Geo. A. Clare,
James Kendry,
A. E. Kemp,
David Henderson,
Henry Cargill,
Alex. F. MacLaren,
E. B. Osler,
G. W. Ganong,
E. D. Smith,
George Taylor,
Henry Corby,
Angus McLeod,
John McGowan.

Here is a list of over 40 business members, and there are many others. The value of their being in Parliament need not be argued. Take the cases of Mr. Brock and Mr. Paterson as examples on each side of the House. Mr. Brock is known far and wide as a safe and successful merchant, of moderate views in politics, and of unquestioned integrity—in fact, a business man before anything else. Mr. Paterson is also a successful business man of similar high character, and possessing, from personal experience, a direct knowledge of commercial issues. Is not this the type of men wanted in Parliament? In the Senate, of late years, the appointment of business men has greatly strengthened that body. Men like Senator McSweeney, of Moncton; Senator McLaren, of Perth; Senator Thibaudeau, of Montreal, and others, will tend to improve that branch of Parliament and bring it more into touch with the commercial interests of the country.

Without attempting anything like an absolute examination of the personnel of the new House of Commons, THE REVIEW has gone over the list of the members elected, and presents the following as an approximately correct classification of the members :

	Business Men.	Doctors.	Lawyers.	Farmers.	Others.
Ontario	44	5	18	17	7
Quebec.....	21	6	26	11	1
Nova Scotia.....	6	3	8	—	3
New Brunswick.....	5	1	4	2	2
P. E. Island.....	2	—	1	1	1
Manitoba.....	3	1	1	1	1
N. W. Territories.....	3	—	—	—	1
British Columbia.....	2	—	1	—	1
	86	16	59	32	17

A few of the elections had not been definitely settled when this list was made. Members who may be fairly classed as business men outnumber the others largely, being about 86. But lawyers number 59, which is a large representation considering that they hold the most influential positions in every Parliament. For example : Of the four most influential Prime Ministers since 1867, those who held the position longest, Sir John Macdonald, Hon. Alex. Mackenzie, Sir John Thompson and Sir Wilfrid Laurier, three out of four, were lawyers. Members of the same profession usually outnumber others in every Cabinet. In the present Government, for example, there are eight lawyers, six ministers whom we may call business men, one doctor and one farmer. So that 59 lawyers in the next House mean a larger share of influence for the legal fraternity than that number seems to imply.

A comparison with the classified list of members in the newly-elected Parliament of Great Britain and Ireland is useful. The following shows the various classes represented :

Army and Navy Officers	63
Bankers and Financiers.....	22
Barristers, in or out of practice.....	116
Brewers, Distillers, and Wine Merchants	23
Civil and Mining Engineers.....	4
Colliery Proprietors and Coal Merchants	17
Diplomatists and Government Officials	17
Estate Agents, Architects and Accountants	2
Farmers and Agriculturists.....	15
Gentry and Landowners.....	65
Ironmasters and Metal Merchants.....	18
Labor Representatives.....	13
Manufacturers and Spinners	52
Medical Profession.....	9
Merchants.....	44
Ministers and ex-Ministers of Government	40
Newspaper Proprietors and Journalists.....	33
Peers' Sons and Brothers.....	31
Printers and Booksellers	4
Railway Contractors and Engineers.....	6
Steamship and Shipowners and Builders.....	18
Solicitors, in or out of practice	24
Stock and Share Brokers.....	7
Shopkeepers and Traders.....	13
University Professors and Schoolmasters.....	13

669

It will be seen that in Britain the old established nature of social life brings into Parliament large numbers of military men, sons of peers and members of the landed interest who do not exist in a new country. These often secure, owing to family or personal influence, an undue proportion of their share in the representation. But they are a safe factor in national life, and tend to elevate the standard of Parliamentary discussion.

If, to get an idea of the number of what we call "business men," we add together all those engaged in financial, commercial, manufacturing and publishing operations of every kind there appears to be a business representation in the Imperial Parliament of about 250.

THE BEST GOODS AT LOWEST PRICES

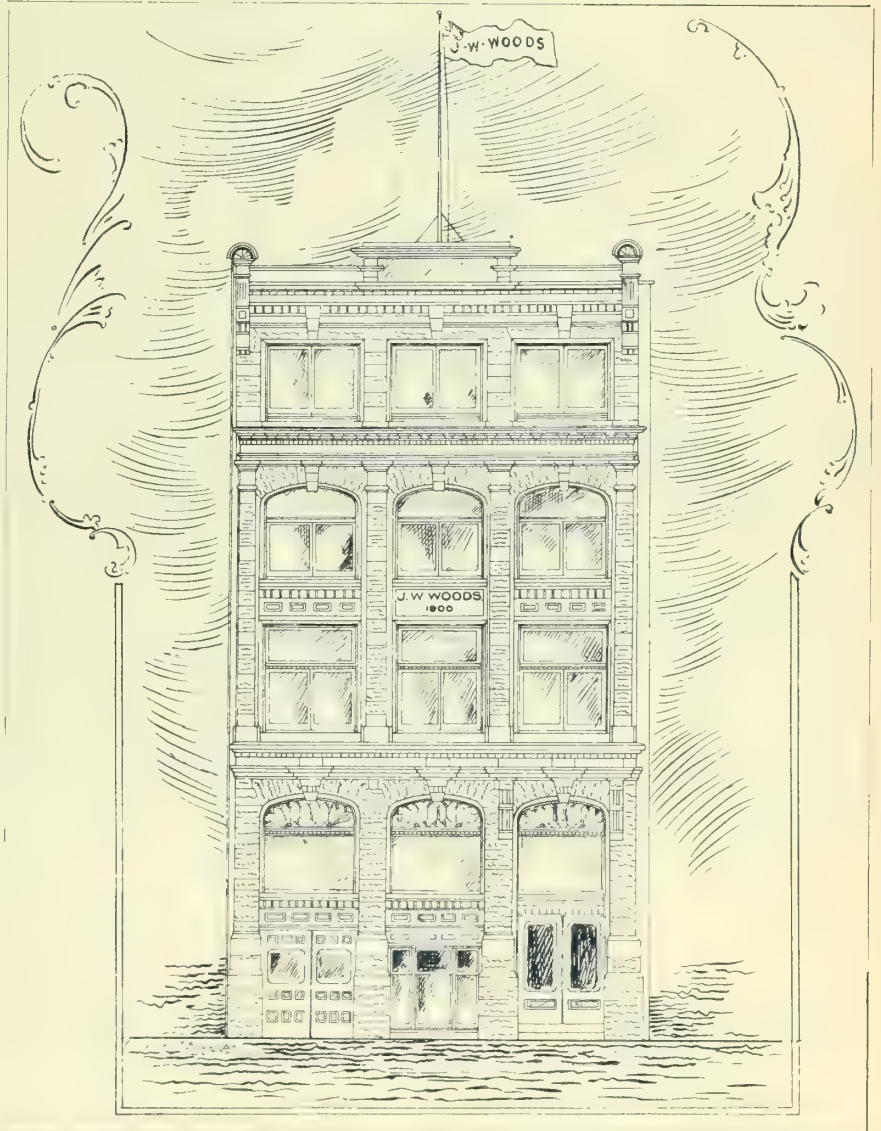
In Lumbermen's Supplies, Tents, Awnings,
Clothing, Overalls, Top Shirts and Underwear

ARE KEPT IN THIS NEW FIREPROOF WAREHOUSE.

It is 5 storeys high, 84 by 33 feet
inside, with deep, well-lighted
basement. No posts or pillars
to obstruct.

All the machinery is run by elec-
tricity. The plant is of the most
modern and up-to-date kind.

All our goods are manufactured
on the premises, and a full line is
always kept on hand, so that
orders can be executed promptly.



OUR GARMENTS ARE PROPORTIONATE—that is, we do not put a 17 collar on a 15 shirt, and the sleeves are made long.

OUR MOTTO IS "HOW GOOD," NOT "HOW CHEAP"—So that our goods will warrant their demand by the consumer.

WE HAVE REGARD FOR THE RETAILER'S PROFIT—Making our prices such that an advance of 25 to 33 $\frac{1}{3}$ per cent. can be made.

JAMES W. WOODS,

Importer of Smallwares. Agent for Alaska Feather & Down Co., and Josiah Fowler's Celebrated Axes.

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Makers of the Celebrated Dacca Calicoes and Sheetings

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Heapey,
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Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

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Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks,
Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
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LIMITED
COTTON SPINNERS AND MANUFACTURERS.



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Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

A GOOD WAY TO BEGIN

Your SPRING Season is by Buying

Perfect-Fitting Tailor-Made Waists.

**All
The Latest
IN
Cloths.**



Made in Fancy Lawn
To Retail 85c.

**All
The Newest
CUTS OF
Sleeves and
Collars.**



Made in White Lawn.
Two Rows Insertion—To Retail \$1.00.

**We
Manufacture
The Latest and Best
and
Goods that Fit.**



Made in Latest Oxford Cloths.
Very Stylish—To Retail \$2.00.

OUR WAISTS ARE TAILOR-MADE---No full-
ness under the arm, but clean cut and
shaped. We show 150 designs.

BOULTER & STEWART, Manufacturers, TORONTO.

All on this page returned to B. & S. 10/11/01. See Cut Book 2, p. 45-

OUR SPECIALTY.

Strictly Up-to-Date Costumes.

Perfectly Made

Perfect Fitting.

This Cut
Represents one
of our Staple
Trimmed Suits
Trimmed Taffetta
Silk.

TO RETAIL
\$12.00.



STYLE 568.

We Have
35
Other Styles
Which
Should Interest
You.

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Made in Grey, Fawn, Navy, Homespuns.

All the latest in Separate Skirts.

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WE SEND ILLUSTRATED CATALOGUES TO ORDER FROM.

BOULTER & STEWART, Manufacturers,
Toronto.

Why Neglect January Sales of Winter Goods?

A Symposium of Opinion From Leading Members of the Trade on This Subject.



BELIEVING that too many merchants drop the pushing of winter goods too early, THE DRY GOODS REVIEW has been led to interest itself in a movement the other way. All merchants do not make this mistake. They are alive, as letters written to this journal show, to the necessity of getting all there is in the Winter trade. But with others it is not so. They have acquired the practice of pushing Spring goods as soon as January has come. They start to clear out heavy goods at reduced prices, instead of realizing that people need, and will buy, heavy goods in January, since three months of Winter are before them.

Much, of course, depends on the locality and the exact climate of that locality. In some places during the past few years Winter has come much later than one is accustomed to expect it. Often it is the first week in January before really hard weather is felt. How absurd it is, in such cases, to be advertising special sales of Summer white goods when people are shivering as they walk along the street! Bring them into the store by advertisements, brightly-dressed windows, attractive circulars, or any other means of drawing trade, and fit them out with warm dress goods, hosiery, underwear, mantles and gloves. It is right to sell any goods at any time to any person wanting them. But the point is, don't lose sales of goods suited to and salable in the proper season.

Mr. Stapleton Caldecott, of Toronto, in speaking to a DRY GOODS REVIEW representative on the subject, said: "The habit of retailers in making a January sale of white goods has had an injurious effect on a far more important thing for them, the clearing out of the Winter goods, which must, if kept over till next season, be sold, in many cases, below cost.

"It is far more judicious for traders to spend their energy in January to bring the stock into such a shape that what is left over will be good for next season. They devote their time to diverting into the January trade what ought to be done in March or April; or, in other words, they do not increase their sales, but only anticipate them.

"As a result of long experience, I have concluded that the merchant who devotes the month of January to moving out old and undesirable lines is the one who finds in a few years that instead of having a lot of old rags on hand, by means of discounts and a smarter way of doing business has an improved cash balance in the bank. I am convinced that if the

subject is given serious attention every merchant will decide that the pushing of white goods, embroideries, laces, etc., is not only devoid of common sense, but is against the direct interests of the trade. The time for white goods' sales is March, and no better use can be made of the usually easy month of January than to devote it towards the clearing up of the old stock and preparing for Spring trade."

"How did this custom originate?" he was asked.

"Well," was the answer, "it began with merchants who had a lot of white goods on hand from the preceding season, and thought that January would be a good month to get rid of them. Accordingly, say, one man in a town held a clearing sale of white goods. It was successful, and the next year every dry goods merchant in the place would hold one. The remedy for it is in the hands of the wholesalers. If they would refuse to deliver goods till February, instead of sending them along in December, these white goods' sales would be done away with. But they will ship goods in December and not charge them till April, which is a great thing for some merchants who are not able to take their trade discounts but make use of the January sale to pay their debts to the wholesale men. The wholesale men really suffer as much by it as the retailer, and, but that it seems impossible for them to get together in the matter, the system would soon be abolished."

The following are some of the letters from readers which will indicate how leading retailers feel on the subject:

A. H. Lofft & Co., St. Marys;

"We have never taken kindly to the idea of January sales of whitewear and midsummer stuff generally.

"If Winter begins on December 20, and that's what the almanac says (and, as far as this part of Canada is concerned, our experience agrees with the almanac), then surely it seems ridiculous to stop short 10 days after Winter has really set in in our efforts to sell heavy goods. Our time for taking stock is the first week of February, and has been for over 20 years.

"As a rule the great army of customers have only a certain amount of money to spend in dry goods during the year, and, if they buy Summer stuff in January, they cannot buy it again in the Summer, so where is the gain to the storekeeper? It's all a mistake and, as a rule, means a loss in profits when the final count is made."

Thos. Miller & Sons, Oshawa:

"We are glad to see you taking up this momentous question of sacrificing legitimate profits on Winter goods just when people want them most.

"It has always seemed to us wrong a business principle, although, being used to New York ways, we naturally fell into this way of doing business, but we are gradually breaking

Adam Lomas & Son

SHERBROOKE, QUE.

ESTABLISHED 1842.

**WOOLEN TWEEDS
FLANNELS
SERGES
DRESS GOODS
CASHMERETTES**

Our Selling Agents are—

W. M. ANGUS & CO., Carlaw Buildings,
TORONTO.

HOLLAND & HASKELL, Board of Trade,
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THE DOMINION CARPET CO. LIMITED.

Sherbrooke, Que.

To the Canadian Carpet Trade :

The merchant who is desirous of keeping abreast of competition requires to handle, above all, the best **QUALITY** of carpets—and the most attractive and extensive ranges.

Write Us Now

and we will send you samples that we feel sure cannot but help to appeal to your good taste as regards quality and attractiveness. We are in business to satisfy your wants and the wants of your customers—we have the necessary capital, equipment and ability to attain this end—give our goods a trial.

THE DOMINION CARPET CO. Limited

FACTORIES AND
CANADIAN OFFICE, Sherbrooke, Que.

**THERE'S A DIFFERENCE
IN GLOVES.**

**SEE THAT
YOU
GET THE
RIGHT
KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H.STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

**CHENILLE CURTAINS
AND
TABLE COVERS**

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

W. B. STEWART

27 Front Street West TORONTO.

WHY NEGLECT JANUARY SALES—Continued.

away from it. A few years ago about the beginning of December we were planning a pre-inventory sale and cutting our profits unmercifully; latterly we have not started a midwinter sale till about the 15th, and then only a limited time of 10 or 15 days. This year we are going even later, and have about decided to leave it till the last two weeks in February.

"In regard to holding a January white goods sale in our town, it couldn't be done. Advertise as much as you might, dress your windows, cut your prices, it wouldn't matter. Why? Simply because the class of people who might be tempted to buy ahead are those who buy their goods in the city, and they would be foolish to do it, because the warm weather detriment in the Fall becomes a cold weather drawback in the Spring, and not many real cool undergarments are actually required before June.

"Just think how much more favorable to a merchant's profit side of the ledger it would be to have a good solid Winter month's selling, instead of every mother's son of us in every town cracking away at winter goods without a profit, or trying to make people think Winter was gone by displaying Summer muslins or underwear!

"We hope your editorials on this important question will prove of benefit to us all."

Field & Bro., Cobourg:

"In regard to what you say about devoting January to the sale of heavy goods, rather than to white goods, we think your remarks are well timed and to the mark. It has only been within the last few years that the 'white goods sale' has come to the front in Canada, largely, we think, through the influence of the large departmental stores.

"There can be no doubt that with three hard cold Winter months to face after January 1, drygoodsmen, in our opinion, at least, stand in their own light in trying unduly to force what naturally belongs to their Spring business.

"We think that your valuable and influential paper can do a great deal in moulding business ideas on the lines you have indicated."

McLean, Ogilvie & Lochead, Brantford:

"In our opinion it is simply idiotic to lay aside heavy Winter goods in January and begin to push white muslin underwear. Often our severest Winter is in February.

"If you succeed in inaugurating this rational and reasonable reform the whole retail trade will be indebted to you. The result would be that many businesses, even of limited extent, would be able to turn thousands of heavy Winter goods into cash, thereby attaining to a better position and command of the markets during the whole year."

H. Shepherd, Brockville:

"In devoting January to the sale of heavy goods the idea is a good one. We have followed this plan for many years. February is quite early enough for stock-taking, and March for the sale of whitewear. We do not think it a good plan to show new goods long before the season opens for them—and long before people want to buy."

J. Symington & Co., Sarnia:

"Our belief is that January is not propitious for the sale of white goods. We always, and have for the past 33 years, took stock in February, and consider this the best time for the purpose."

A. Greenhill & Co., Smith's Falls:

"We have always considered that for this Northern district it was too early to get a satisfactory return from a January sale of whitewear. We certainly think it far better to devote January, and part of February as well, to pushing out heavy goods. White goods sell far better when offered later on."

S. Chant, St. Thomas:

"I think, and have for some time thought, that whitewear sales in January are a mistake, for the reason that we are liable to push the whitewear and overlook the Winter goods, and, as a consequence, we have more Winter goods to carry over, while, perhaps, we have not sold any more whitewear than we would have sold had we left it back till February or March.

Geo. R. Blyth & Sons, Ottawa:

"We have always been in the habit of pushing the heavy goods in January, and, at the same time, take stock in that month, and would say that we do not care to deviate from this rule. Our white goods we push the early part of February, and find it satisfactory.

"As far as stock-taking goes, we would always do this in January, it being our quietest month and Spring goods arriving early in February."

W. R. McColl, Owen Sound:

"The almost universal system of crowding and forcing the new season's purchases upon the consumer before the almanac says 'time's up,' or weather conditions warrant, is certainly detrimental to the best interests of the retail merchant.

"The dealer who carefully watches every department of his Winter stock during January; prunes it where most required; introduces the lines that lag; pushes the cripples, and lifts the laggards and styles that appear to have missed their market, will find, taking one year with another, that the credit side of his ledger will have a finer complexion than if he had neglected Winter wearables and devoted or directed his energies almost exclusively to whitewear sales, print congresses, wash goods gatherings and stock-taking or inventory sales.

"A desire upon the part of the retailer to get stock-taking quickly over before the bulk of the Spring purchases arrive, coupled with early shipments by wholesale people, long before the goods are either required or requested by the retailer, is, perhaps, responsible for much that is unhealthy and undesirable in present business methods. Goods are sold months before actually required, sent forward in December or early in January, dated April 1, and shunted out of the way by the wholesale merchant. Upon arrival the goods are opened up, they look attractive, the newness and bloom of the coming season is upon them. They are shown, handled, mussed, and a little sold. They have been hatched before their time, and, when the real demand arrives, the bloom of newness and youth has departed; the customer has become acquainted with them; they are limp, perhaps wrinkled, finger-touched and uninteresting after having done decoration duty about the store for weeks.

"It is next to impossible to give undivided or strict attention to either whitewear, print sales or good-bye sales of winter wearables where every salesman in the house is hustling to complete measuring for stock-taking—each is measur-



TO BE HAD FROM THE LEADING WHOLESALE HOUSES

ing or blocking a web of goods, and counters are covered with the flying lint, cotton or woollen dust.

"Under such circumstances, with the average salesman (and the perfect salesman has not yet arrived), it is too much trouble to show and introduce lines that are lagging. I have the benefit of experience when I say that the largest wash goods sales and the most profitable that I ever conducted were in March with favorable weather conditions.

"Before that date (in this latitude) we experience severe weather, and, during a dip in the mercury, even the choicest productions of the loom men, or the finest tintings of the printer folks, caught upon filmy fabrics, or the gay tint touches of Nature's bloom-burdened banks will fail to attract the average purchaser. My experience of many years says: push winter things until the end of January. Take stock in February and the salesmen will be in a position to give their undivided attention to seasonable and salable stock and to further the best interests of the house."

DEMAND FOR BETTER GOODS IN TAILOR-MADE COSTUMES.

Whether due to the better times in Canada or because the better class of people are purchasing ready-to-wear garments, it is a well-known fact that the trade is asking more and more for high-class, better finished, better fitting, stylish goods. The old cry of "How cheap can you sell us?" has changed largely to one of "How good can we buy?" Style, pattern and finish are the desirable features in ready-made ladies' garments. The special ready-to-wear house, Messrs. Boulter & Stewart, have for years catered to the highest class of trade, and their "Crown" brand garments are sold by all the best trade in Canada. Cheap goods in ready-made garments are bad stock and a detriment to the success of your department, as every one sold loses a customer. Build your department by keeping nothing but the best, and make a success of this important department by selling "Crown" brand garments.

HIGHEST AWARD FOR DESKS.

A great honor has been conferred on the Canadian Office and School Furniture Co., Limited, of Preston, Ontario, by the award at the Paris Exposition of a silver medal for school desks. The exhibit was made at the instance of the Government to supplement the educational display. The silver medal is the highest award which could be given by the judges, and the fact that a Canadian firm have secured it is distinctly a matter for congratulation. The desks shown by the firm have attracted general attention, and, in consequence, a number of applications for price-lists and samples have been received from all parts of the world.

"EXCELDA" HANDKERCHIEFS.

The leading wholesale houses in Canada are now showing to the trade a new fabric, "Excelda," for handkerchiefs, which gives promise of becoming one of the staple articles of the trade. Its appearance leaves nothing to be desired, combining the gloss of fine linen and the softness of silk. It is very soft to the touch and pleasant in use. The manufacturers are producing the handkerchiefs in a considerable range of qualities, and in a very large choice of plain and patterned cloths. They are also in all the usual sizes, and include hemstitched and fancy borders in both the white and printed handkerchiefs. The price is a very popular one, and "Excelda" has merits which are bound to spell success.

THE DRY GOODS TRADE.

THERE are no two firms in Canada that have had a greater measure of success than the two represented by the three men in the accompanying cut. The late Hon. Senator John Macdonald, founder of the firm of John Macdonald & Co., whose life has been published in a book that has had an extensive circulation under the title "A Merchant Prince," laid the foundation and built to considerable proportions the business which is being carried on so successfully by his sons under the same firm name. This firm is one of the oldest wholesale dry goods firms in Canada, having celebrated its 50 years jubilee some time ago.

The T. Eaton Co., Limited, which is now a departmental store, has few equals in the world. It was commenced on a



Mr. Edward Norris,
British Representative of John
Macdonald & Co.

Mr. Thos. A. Mitchell,
Carpet Buyer of John Mac-
donald & Co.

Mr. Harry McGee,
Managing Director of The T. Eaton Co., Limited.

very small scale by the present president of the company, Mr. Timothy Eaton, a man who is known throughout the length and breadth of the land as a master of successful business organization. We know of no firm or company who have made such extraordinary progress as his. It now has thousands of employees, and is a perfectly equipped store in every detail for buying and selling. Here is inspiration, encouragement and proof to young men entering business life. Every young man cannot be a Senator or a prominent merchant, but everyone can try to be, and, by trying, will fit himself to fill successfully a position of importance whenever it is offered. The enviable position of a merchant prince or successful business man is only attained by constant attention to business, a thorough knowledge of how to do business, and, above all, honesty in every transaction. The late Hon. Senator John Macdonald and Mr. Timothy Eaton are names that will be handed down to posterity as models of business men, and many of our young men will thank both firms for success in business life.

Mr. G. E. Munro, dry goods merchant, Westville, N.S., is enlarging his store by building a new one next door about the same size as his present premises.

Smith's Adjustable Overalls

PATENTED 1900.

Canada's Best.

To the Trade:

We have the honor to inform you that we manufacture "Smith's Adjustable Overalls," and we trust that the excellent workmanship, adjustability and usefulness of this novel design will induce you to favor us with your patronage.

They are quick sellers, because anyone can see their advantages, and are just what the mechanics and railway men have been wanting. Let us send you a sample two-dozen lot before placing your Spring order.



THE R. J. SMITH CO., Limited,

P.S.—We make merchants' own cloths
into all kinds of clothing.

OTTAWA, ONT.



STATIONERY—Envelopes, Pens, Ink, Pencils, etc.

ACCOUNT BOOKS—Standard Count and Value.

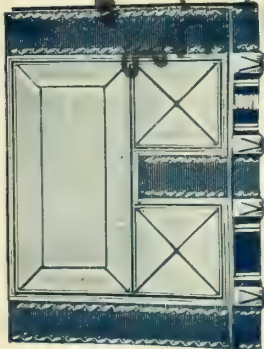
LEATHER GOODS—Purses, Portfolios, etc.

PAPER—All kinds--All makes--All prices.

OFFICE SUPPLIES—Everything required.

STATIONERY NOVELTIES—Wonderful Variety.

BOOKBINDING—In every style of the art.



We manufacture largely ourselves. Import from the best sources. Aim to have the most complete, "Up-to-date" Stationery House in the Dominion. We invite inspection. Letter orders receive prompt attention. Established nearly half a century. Call and see our new warehouse.

THE BROWN BROS., LIMITED

Wholesale and Manufacturing Stationers,

51-53 Wellington Street West, TORONTO.

THE QUESTION OF RETURNING GOODS.

Opinions of Experienced Retailers Expressed in Letters to
"The Dry Goods Review."

THE discussion of the question of returning goods, which has been going on in the columns of this journal during the past year, and which will shortly be dealt with by the wholesale trade, has aroused considerable attention.

The retail trade have a right to be heard, and the letters which THE REVIEW has received indicate a sound condition of opinion amongst them. Prominent retail merchants give testimony which shows conclusively that the best trade have no trouble at all in this respect. The following letters are highly creditable to the writers of them, being candid, outspoken and thoroughly business-like. That from Mr. Bollert is an exceedingly valuable discussion of the whole subject :

E. R. Bollert & Co., Guelph, say :

"The cause for friction as between buyer and seller in the matter of returning goods could be very largely minimized, if not entirely avoided, by a strict adherence on both sides to the rule to 'Always do what is right and to avoid mistakes.' To help this rule a 'copy of order' with all details of purchase carefully noted, and, whenever practicable, with samples of goods purchased attached, should be taken by the purchaser. This should be the contract to hold both sides to the transaction.

"What are some of the causes for goods being returned? In our experience we have, as a rule, found the better class of wholesale houses very careful in the matter of sending out goods right. And yet it would be impossible to exonerate them entirely for the blame of goods being returned by their retail clients. Especially is this the case where manufacturing enters into the order. For instance, we have known of clothing houses to send out an entirely different quality and pattern from that shown by their traveler. We know of a noted Ontario glove manufacturer's traveler showing a sample of 'best Mocha gloves,' and the factory to send a most wretched substitute, and, when written to, insist on its being 'quite up to sample'; of furriers' travelers to show samples to which the goods sent could not, by any stretch of imagination, establish any relationship; of hosiery to have been made from an entirely different quality of yarn from that shown in the sample; and we just now think of a leading Montreal house some years ago, instead of a case of assorted colors in henriettas, sending out a serge of an entirely different range of shades, and insisting, in the face of copy of order, as well as samples taken, that 'the goods sent were right.'

"In some cases wholesale houses are themselves imposed on by manufacturers, and, as it is impossible for them to inspect all goods sent out, the defects are not seen until the goods are opened by the retailer. Then, again, goods are sometimes 'late in delivery' — too late for the retailer's purpose.

"There are other reasons, but these suffice to show that differences do occur, and, in our opinion, it is much preferable to have the goods returned and the transaction declared off, than to have a long correspondence and a haggling and

haggling over an allowance or claim. So much for the wholesaler.

"What about the retail man, is he blameless in this matter? Not at all. We opine that retailers sometimes buy goods that they should not buy, and take this means of getting rid of the surplus or unsalable commodity, or, perhaps, while a case is being opened, the representative of another wholesale firm comes along, finds out the prices paid, and, as a bluff, offers his goods 5 or 10 per cent. cheaper. Back go the goods into the case, and back goes the case to the wholesale house from which it came.

"No doubt many mean advantages are taken in this and other ways. We imagine the greatest cause for complaint in this respect by the wholesale people is the slovenly way in which goods are returned by the retailer. While we believe that returning unsatisfactory goods is, as a rule, the best way out of the difficulty, we recognize the retailer's culpability if they are not returned in perfect order. Nothing else is excusable. We repeat the principle we began with: Do what is right, avoid mistakes, take a copy of order, and cause for complaints will largely disappear.

"In our experience of many years of buying we have had very few instances, indeed, where there was cause for complaint on either side. We have avoided being 'pernickety' and kicking at mere trifles, and, with very few exceptions, we have found our wholesale friends honorable and willing to meet any reasonable adjustment where a difference has arisen. The 'golden rule' works in business as in all other affairs of life, and would make business life much easier and pleasanter were it adhered to all around."

G. R. Anderson & Bro., Brampton, say :

"We have never been greatly troubled by returning goods, only when goods are not up to sample shown or shade required. Then we at once write and return goods or make claim for allowance. We invariably find that our claim is allowed.

"Wholesale houses and manufacturers no doubt are sometimes to blame in sending goods that they think are very near to sample and shade, forgetting that the buyer may have in stock just what they are sending. We think there could be no unfairness by the purchaser returning goods not according to sample at a reasonable time, say 10 days after purchase or receipt of goods. But we do think it would be very unfair to receive goods and hold them in stock, as many wholesale houses claim, for a month or longer and then return them. Sometimes the wholesaler in selling goods guarantees to deliver sooner than is done. Perhaps the time of delivery is a month or even six weeks after promise. Then the goods, if not wanted, should be returned at once."

Benson O'Hara, Madoc, says :

"During 23 years' experience in the dry goods trade I have never yet in that time had occasion to return a half a dozen parcels.

"I think a good deal of blame must be with the wholesale trade themselves. For instance, I select goods from stock or

THE MODERN STORE



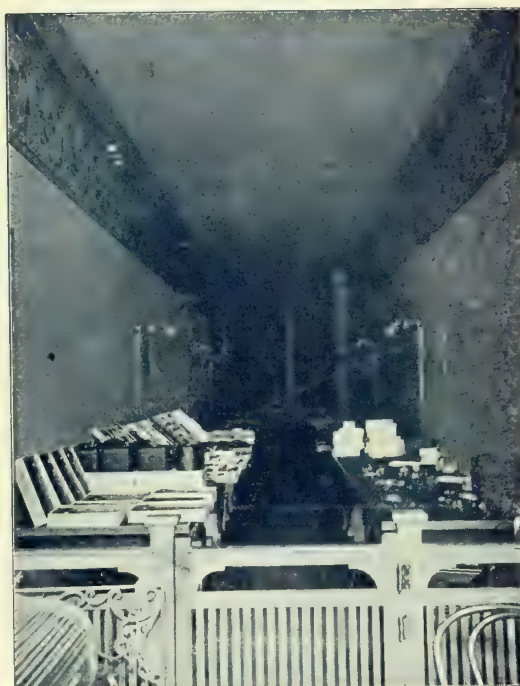
Luxfer Prisms successfully lighting a store 100 feet long.

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Yearly Saving



This is the best that ordinary glass could do before.

If you want more daylight, you want Luxfer Prisms.

We make Visitors Welcome, and Solicit Letters of Enquiry.

The phenomenal development of our Dominion is best evidenced by the greater demand for better store buildings, and, while solidity is required, the artistic is not forgotten. The Sales Department of the Luxfer Prism Co., Limited, has arranged to supply, on advantageous terms, the finest productions of the best and most reliable concerns engaged in manufacturing shop building materials.

SAMPLES OF ALL LINES AT SHOWROOMS.

LUXFER PRISMS. Scientifically correct, in practice successful.
Light any part of building with daylight.

ELECTRO-GLAZED ART GLASS. Original designs, artistic effects in glass.
Electro-copper bar—requires no unsightly iron rods.

ELECTRO-GLAZED FIREPROOF WINDOWS. Transparent as ordinary plate glass, and decorative.
Better fire protection than iron shutters, reduced insurance.

MARBLE MOSAIC FLOORS. Best Italian marbles, skilled Italian labor.
Mosaic Marble and Enamel Co., Buffalo, N. Y.

ARCHITECTURAL TERRA-COTTA. Artistic effects obtained much cheaper than in stone.
Perth Amboy Terra-Cotta Co., Perth Amboy, N. J.

ORNAMENTAL IRON. Grills, Wickets, Elevator Enclosures, Screens, Etc.
The Winslow Bros. Co., Chicago, Ill.

HARDWOOD FITTINGS. Best Selected Woods, special finish, best workmanship.
Store fittings of every description.

EXPANDED METAL. Fireproof Construction. Floors, Partitions, Roofs, etc., etc.

SKETCHES AND ESTIMATES ON APPLICATION.

Luxfer Prism Co., Limited, 98-100 King St. West, **Toronto**

QUESTION OF RETURNING GOODS—Continued.

buy goods from sample, and said goods are sent out according to sample. Why, then, in the name of commonsense, do they not positively refuse to accept any returns? Surely a merchant making his selection knows whether he requires the goods or not. If he does not, then the sooner he is wiped out the better for all parties concerned. My opinion is that by adopting the course mentioned the cure would be effected inside of six months."

Steady & Steady, Kingston, say:

"Re the question of returning goods, would say that we have had little or no trouble in this matter. We made two rules on starting in business 20 years ago:

"First. To insist on our order being filled exactly as given, not allowing any substitution without being consulted by the wholesaler or manufacturer.

"Second. In every case to stand by every purchase made, even where an error of judgment has caused over-buying."

Geo. H. Malcolm, Kincardine, says:

"I would not think of returning goods without at least writing and making mutually satisfactory arrangements and paying return charges unless:

"(a) Goods sent were not according to order, or

"(b) If substituted and not satisfactory, or

"(c) If not as good as sample, or

"(d) If sent at a later date than order called for, or any good or sufficient reason of that kind."

E. Sewell, Meaford, says:

"I have never asked to have taken back any goods I purchased, nor have I found wholesale houses unwilling to take back any goods they substituted when I requested them so to do. It would be hard to give any definite rule, as the conditions under which goods are returned are so varied, and the fault is sometimes with the house that sells and sometimes with the merchant who buys.

"The house may be over anxious to make sales, and substitute goods, or, on the other hand, the buyers very often allow travelers to talk them into buying more goods than they want or can pay for, and when they get their invoices they find they have purchased much more goods than they expected, and at once decide to return some of them. And my opinion is that this is a mistake very often made by retail merchants.

"But, I believe, the remedy must be applied on both sides. First, the wholesaler must cease to profess to know the wants of the retail merchant better than he does himself, and quit substituting. And the retailer must learn to say "no," and allow no man to sell him goods he does not want, and in every case where goods are sent contrary to order ship them back. If this is strictly followed it ought to largely stop substitution, and the outcome would be there would not be so many goods returned."

SELLS FURS IN THE FUR METROPOLIS.

Hiram Johnson, 404 St. Paul street, Montreal, makes a specialty of importing, exporting and manufacturing furs, and we recommend him as one who pays the highest market price for raw furs to dealers throughout the country who have such goods to dispose of. He solicits consignments and guarantees prompt returns. For reference he gives the Bank of British North America.

THE SALE OF BRANDED GOODS.

THERE are a large number of lines of dry goods on the market which have names distinguishing them, for better or for worse, from other goods of the same variety. These names, called brands, are always after a short acquaintance with them a great help to a merchant in buying, as he knows just what kind of material is branded with a certain name, and he can order it with the knowledge that he is getting what he wants.

From the wholesaler's point of view the use of brands is in some cases considered advisable and at other times questionable. There are two principal reasons for using brands, both of which are based on the race between wholesale dealers or manufacturers to get the best value in goods possible. The first and most common reason is to distinguish a superior quality of goods from others of the same variety but of poorer quality. It frequently happens that a firm places on the market a line of goods which sell exceptionally well without any name. When this demand is kept up a brand is put on the goods to prevent retailers from selling something "just as good." The branded goods are kept up to their original standard in materials, manufacture and design, and the name with which they are branded soon becomes familiar as that of a superior class of goods. In this case the quality of the goods makes a name for the brand. Most of these brands are registered.

Another reason for branding goods is not so honorable. Certain worthless goods are often given a popular name which is supposed to make them sell regardless of their poor quality. These names rarely last more than one season, and are then discarded, and another name placed on the same goods. In this case the name sells the goods.

Manufacturers or wholesalers who know that they have a superior class of goods generally register the brands, to keep other goods from being sold under the same name. A registered brand is really a protection to manufacturers and those controlling the sale of the goods, as well as to the consumer. Judging from the number of branded goods now on the market, it looks as if giving goods a name under which to sell them was a profitable undertaking.

THE EXCELSIOR KNITTING WORKS.

There is located at Rockwood, Ont., a knitting industry which its proprietor, Mr. J. T. Wood, has made a success. Special attention is given to manufacturing glove-maker's supplies, in which Mr. Wood has a wide sale in all parts of Ontario and Quebec, supplying all the leading glove manufacturers.

A good business is done in woollen hosiery, turning out the best lines for the supply of retail dealers in all the surrounding towns, his trade covering a radius of 25 to 30 miles. The yarns manufactured are all consumed in his knitting business, and his output this year will be double that of any previous year, while his trade during the last few years has been increasing rapidly.

Mr. Wood has had a life-long experience in the manufacture of woollen and knit goods. His present business, established five years ago, has grown to be one of the best in the line in Wellington county. Mail orders are filled promptly and communications from any part of the country are promptly answered.



CARPETS

FOR—

SPRING

1901

THE appearance, richness, attractiveness, durability, patterns, colorings, etc., of our wide range of CARPETS for 1901 cannot but help to attract and hold the attention of all up-to-date merchants who are wide awake to their own interests.

SEND
FOR
OUR
SAMPLES
AND
PRICES
AND
BE
CONVINCED

We can Satisfy the most Exacting Requirements in

Brussels, Wiltons, Ingrains
Art Squares, Etc.

Guelph Carpet Mills Co.

LIMITED.

GUELPH, CANADA.

FRENCH WORDS IN THE DRY GOODS TRADE.

A Few Useful Hints as to Meanings of Terms.

"Jeanne" in The London Draper's Record.

WHEN I first began writing articles on artistic fashions, fault was found by my editor of the many French words I introduced, and I was asked to be more sparing with them. As the paper I wrote for was intended for the trade only, i.e., manufacturers, buyers, and shopkeepers, they ought to have thoroughly understood those expressions I made use of, and if they did not, to try to. To feed ignorance has never been my weakness. Moreover, I did not wish to deteriorate the style of the article. Some of my readers may have heard of the answer given by Mozart to a certain emperor, who, upon hearing Mozart's music for the first time, remarked that there were a great many notes in it. "Not one too many, sire," said Mozart, stiffly. I made a similar reply to my editor, and, further, pointed out that a knowledge of these French terms and expressions was an absolute necessity for all those in the trade, just as musicians are bound to become acquainted with Italian terms and others employed in music.

USE ENGLISH WORDS WHEN POSSIBLE.

The object of this article is to come to the rescue of those who, less fortunate than myself, have not had the advantage of a foreign education, and who are bound through circumstances to have a certain knowledge of French words and "tournure de phrases" which everyone ought to know, and which some must know. First of all, it is useless, to say nothing of bad form, to introduce a French word when an English one would serve the same purpose.

For instance, why speak of a lining as "doublure," and hat as "chapeau," "bizar," instead of curious? Of course, there are exceptions, words, for instance, which are adopted by the English language, and are, therefore, common to both. But what I complain chiefly of are some of the enormities which I daily come across in letters on dress. One lady writes about the things she has seen at the different "ateliers," boars for instance. Such an error is scarcely pardonable. An "atelier" is a workroom, not a showroom, where no outsider is ever allowed to enter, or would even attempt to. If a showroom was meant, the word "salon" should have been used. In the same article I read about a lady who wore a blue dress with a hat "en suite." The writer probably meant "assorti," which means to match. "En suite" means afterwards.

A MODISTE IS NOT A DRESSMAKER.

Many bring in the words "bon ton" in the place of "bon gout" and vice versa. The two expressions cannot under any circumstances be used one for the other. "Bon ton" means "savoir vivre"—manners, whilst "bon gout" can only be expressed when relative to taste in dress, and other things. There is, however, one exception. For instance, when a man commits an action or says a thing that were better left unsaid: "c'est d'un mauvais gout" would be the term employed, and "il manque de bon ton" might be added, and even this exception goes to prove that one phrase cannot serve for the other.

A very common error is to speak of a modiste as a dress-maker. A modiste is a milliner. "Modes" means millinery. "La mode," fashion. "Robes," dresses. Places of entertainment are often spoken of as being or not being "comme il faut." The English word "select" has been adopted since several years in France, and answers the purpose admirably. You only speak of individuals or things as being "comme il faut," not places. For instance, "the casino at Deauville is very 'select.'" "Those people are not considered 'comme il faut.'" Why say the women always "en evidence?" "In evidence" is good English; why, therefore, use French?

CERTAIN MISAPPLIED TERMS.

The most astounding thing, however, I have yet come across is the speaking of the trimming of a dress as the "piece de resistance" of the whole. Such an expression is absolutely grotesque, and belongs to a menu. The "roti," for instance, is the "piece de resistance" of a dinner, or a good number at a theatre or a soiree; but the "piece de resistance" of a toilette is something more than I can cope with. If this article should meet the eye of the lady who invented that expression, I would ask her to say, "That which gave the 'cachet' to the whole was," etc., for I suppose that is what she meant to convey.

To speak of a bodice as being "gathered together in a 'recherche' whole" is rather far fetched, to say the least of it. You can say that a thing is "recherche," but not that it is put together in a "recherche" manner. Such expressions I maintain are grotesque. I also often find the phrase "Cela va sans dire" used, when it should have been "Bien entendu." Why say a dainty, "petite" American? Here the word "petite" conveys nothing, and little would sound better. I could fill pages with the curious things I come across, such as fichus "a la" Marie Antoinette. I have noticed that people who have a smattering of French are very fond of saying "a la" this or "a la" that, but such expressions are reserved for menus. May I ask also why so many writers talk about the paletot "sacque?" Is this an English word? It is not French. The French word is "sac."

THE POPULARITY OF "CHIC."

In conclusion, I would say that a French word should only be used when there is no English equivalent for the same, or when it serves for two or three English words, that is, for the sake of brevity. Often one French word will contain a deal of meaning, as, for instance, "et encore." But it requires a thorough knowledge of French to understand this.

Before closing I should like to say a few words regarding the expression "chic," a word which has "caught on" in a most alarming fashion in England. If the word "smart" is adopted in shops, its equivalent, "chic," is seen in every line of any article on dress you may come across. Let me tell my readers that such an expression only belongs to second-rate shopkeepers, third-rate dressmakers, and servants. "Avoir du cachet," "de l'elegance," "etre distingue," are the terms adopted by ladies. "Avoir du chic" is a thing no French "lady" would care about—she may even wish to avoid it—any more than her English sister is desirous of being called "smart."

[Canadian readers of "Jeanne's" article, especially those in the Province of Quebec, where both languages are employed in business, will be interested in knowing that this lady has compiled a little manual called "French Words in English Literature: How to Use Them."]

TO THE TRADE

SPRING 1901

REGISTERED TRADE MARKS

ON pages 58 and 59 are facsimiles of our registered trade marks and registered marks for which we are selling agents of the goods they represent. In the next column and on page 60 are particulars concerning these brands. We want to impress upon the trade the superiority of goods carrying these brands and the popularity they have gained in this market. With that end in view, we ask merchants and their buyers to see the samples in the hands of our travellers and extend a cordial invitation to the trade to visit our warehouses and see the different textures and patterns of these goods as they appear in the piece. Many of those visiting our warehouses for the first time express their surprise at the extent of our premises, the variety of goods shown in the different departments and our unique position as a distributing centre of General Dry Goods, Men's Furnishings, Haberdashery, Woollens, Carpets and House-furnishings.

"CRESCENT" BRAND—After searching and researching British and European markets to find the best manufacturers of **Black Dress Goods** we have at last succeeded. The "Crescent" Brand will give your customers more satisfaction than any brand known.

JOHN MACDONALD & CO.

"ARMS" BRAND—is used as a label on British Printed Goods and is a guarantee of superior printing. Upon whatever goods this label is affixed it is an insignia of superior value.

JOHN MACDONALD & CO.

"IMPERIAL" BLACK HOSIERY — Our fame for Hosiery is established, and, for the protection of our customers and the reputation of "Imperial" Hosiery, we will make a public example of anyone selling any other brand as "Imperial."

JOHN MACDONALD & CO.

John Macdonald & Co.

Wellington and Front Streets East,

— TORONTO

Do Not Miss Seeing The Goods



Returned to E.
 C. Barber & Co
 17/14/01
 cut book 2, p. 184
 allow both
 pages.



JOHN MACDONALD & CO.

These Brands Represent.



"Arms" Brand.



Wellington and Front Sts. East,

TORONTO.

UNEQUALLED AND UNSURPASSED.

"QUEEN CITY" BRAND—This brand of Domestic Cotton Goods is well and favorably known. They are sold on their merits and, when quality and price are considered, cannot be surpassed.

JOHN MACDONALD & CO.

"DIAMOND" BRAND — Live merchants already know that the "Diamond" Brand of Men's Shirts are famous throughout the trade, and that the consumer will often have no other.

JOHN MACDONALD & CO.

"SEABELLE" SERGE—These goods are admitted to be, by expert buyers, the best value shown in Serges, suitable for costumes, dresses and skirts. We are receiving large orders from every Province.

JOHN MACDONALD & CO.

"THE EMPIRE" — It will at once be seen that the cut on page 58 is suggestive of superiority. If you have never seen our values in Carpets and House-furnishings, see them before placing orders.

JOHN MACDONALD & CO.

"THE LION AND BELL"—We are sole selling agents in Toronto for the famous Worsteds and Serges sold under this brand. No other firm in this city is allowed to buy Belwarp Cloths direct unless through us.

JOHN MACDONALD & CO.

CAUTION—Any person or persons, firm or firms, company or companies marking, printing, stamping, or in any other way delineating their goods with our registered brands will be prosecuted according to law.

JOHN MACDONALD & CO.

John Macdonald & Co.

Wellington and Front Streets East,

 **TORONTO**

Look Out For Our Travellers.

REPEAT ORDERS PROMPTLY ATTENDED TO.

WRITE FOR SAMPLES.

None genuine unless stamped with our Trade Mark.

BEWARE OF IMITATIONS.



The Maple Leaf Flannels are noted for their softness and wearing properties. A full assortment of Greys, Blues, Scarlet and Fancy always in stock. Examine our samples before buying, and we feel sure you will place your order with us.



MONTREAL'S RETAIL STORES.

Written for the Spring Number of THE DRY GOODS REVIEW.

AS the distributing centre of the Dominion, Montreal presents some interesting features in her wholesale and wharfage sections to her many visitors, but, to a retailer seeking ideas on the best methods of doing business, her retail stores are the far more instructive part of her commercialism, for, be it known, Montreal's big retail establishments stand unexcelled from ocean to ocean. In this city, the bulk of the retail trade has not been transferred to the hands of departmental stores, at least not in the generally accepted sense of the term departmental. Montreal has a number of stores that carry more than one line of goods and to that extent they are departmental, but slaughtering prices is not their line of business at all.

BIG STORES MAKE A PROFIT.

There seems to be a tendency to associate low, profitless prices with a large departmental store. In Montreal that conjunction does not hold good, for the big stores have grown out from small beginnings and the small store idea that goods should be sold at a profit has been instilled into the proprietors' minds. The firm of Henry Morgan & Co. was established away back in 1844; W. H. Scroggie started business about 25 years ago; Mr. Ogilvie opened a store in 1866, and John Murphy & Co., Hamilton's and Dupuis Freres are all old concerns. The heads of these firms have all believed in

expanding their business; their large three and four and five-storey buildings prove this; but they have always contended that the surest way to lay a good foundation and to reach out lay in other directions than that of cutting prices. They have realized that an attractive, bright, clean store will bring customers and that courteous treatment and reliable goods will hold them. Moreover, they have had the courage of their convictions and have acted as they have thought; consequently to-day they are doing the bulk of the retail business of Montreal.

Henry Morgan & Co. charge the highest prices in the city, and yet they do the best business. The reason is not far to seek. It is a pleasure to go into their big establishment, attractive both internally and externally, fitted out as no other store in the Dominion is, and stocked with goods that no other community in Canada has the pleasure to inspect. Besides being frank with their customers in regard to the merit of their goods, they are also frank in regard to the price asked. They need not apologize for the former and do not for the latter.

HANDSOME BUILDINGS WITH BIG WINDOWS.

As a rule, these big establishments have built their own places of business as they moved up to St. Catherine street, and so have quarters to meet their own desires. As a rule, too, they are quite handsome and attractive in their external appearance. One might even say that the palatial red sandstone erections of Ogilvies', on St. Catherine west, and

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

JOHN FISHER SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.

◆◆◆◆◆

WOOLLENS

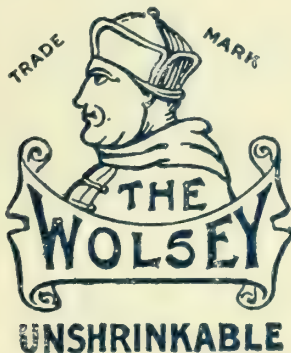
and—

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.
TORONTO,

ONT.

Morgan's, opposite St. Phillip Square, were imposing. The latter enjoys probably the best site in town for its purposes and the architecture of the edifice would be worthy of remark in any place but this.

But the one preeminent desideratum of the merchants when laying out the plans of their buildings seems to have been the arranging of as many window displays as possible. The majority of these places of business are situated on corners, and along both sides of the street frontage are large well-dressed windows. One sees so many corner stores throughout the country with only two windows, where more might be installed, that this seems worthy of notice. Scroggie, for instance, has 18 large windows; Hamilton has 17, and Lepage 11.

ATTENTION TO WINDOW DRESSING.

All these opportunities for display are utilized to their full extent. Mr. Scroggie keeps a window-designer in the person of Mr. C. E. Bernard, and so successful has this gentleman been that his establishment used no other advertising medium till this Fall. It is a peculiar thing that Mr. Scroggie has built up a large trade in smallwares through Mr. Bernard's window displays. Most window-dressers shun the idea of dressing a window with smallwares, because these goods do not yield to display very readily. Mr. Bernard recognized his opportunity and showed his power. This is one illustration of the influence possessed by window trims. Under Mr. Bernard work two men and a boy, so that one can see that Scroggie's windows are changed quite regularly. In Hamilton's big store there is also a staff of window-trimmers working effectually. E. Lepage & Co., on the corner of St. Lawrence and St. Catherine streets, also have well-dressed windows, using them, among other purposes, to tell the people of the latest fashions. Ogilvie's and Morgan's large windows adapt themselves quite readily to beautiful trims and are often the scene of special displays.

The outside appearance of Montreal stores are very bright. Brass signs, well polished, are used very generally. Some window-trimmers brighten their displays with mirrors, and E. Lepage & Co. use mirrored glass very effectively (appealing particularly to ladies' tastes) in fitting up their interior. Great expense is incurred to impress the transient throng. In some stores, whose sides were once formed of a solid wall of brick or stone, holes have been cut and windows about two feet deep have been fitted up for the display of goods. In Fogarty Freres' boot and shoe establishment, at the corner of St. Lawrence and St. Catherine streets, eight windows of this sort have been set into the wall, and it is wonderful what an effect this move has produced.

INTERIOR FITTINGS DRAW TRADE.

Coming to the interiors, the arrangements are varied, and do not admit of exhaustive description. Some conveniences and embellishments are, however, worth noting. In a general way the ceilings are high and the stores well lighted, in marked contrast to the interior of some of the older buildings in Montreal. Ogilvie's interior is particularly suggestive of ideas. One good arrangement noticeable here is the utilization of square showcases resting upon the ground, arranged just like counters, and used for that very purpose. Inside are goods on display. In most Montreal stores are brass or nickel fixtures running at an upward incline from the tops of shelves at the side or centre of the stores, upon which goods, such as laces or handkerchiefs or such articles, may be hung. This arrangement brightens the appearance of the store and utilizes the space. In every possible way goods are placed before the public gaze.

Mr. Scroggie has devised a good scheme to show his millinery to the best advantage. He keeps all his made-up hats under glass in fine oaken cases around the walls of his millinery department. In concealed corners of this case he has incandescent lamps, which throw a light directly upon the hats, producing such a scenic effect as one sometimes sees upon the stage. All millinery departments are now well furnished, being carpeted and upholstered in divers manners, but this light effect seems to be an apt finishing touch.

All Montreal merchants try to specialize in some line of goods, and, to individualize themselves from their competitors. John Murphy & Co. are celebrated for ladies' ready-to-wear goods, including skirts, mantles, and waists, etc.; Ogilvies claim that no house can beat them for linens or tartan dress goods, and they have made many people believe them. Henry Morgan & Co. say "If you want the best in the land, come to us!" Specialization is sometimes carried further, and we instance John Murphy & Co.'s carrying only one manufacturer's boots and shoes, coming in two lines, one at \$4 and one at \$6. The business men are continually seeking for something which their competitor has not. Mr. W. G. Scroggie has achieved a reputation in regard to treatment of customers. It is said that if a lady comes into Scroggie's and wishes to have a piece of wool matched, she will get what she wants if it takes Mr. Scroggie six months to get it and if he has to scour all the markets of Europe for it. He will oblige, regardless of trouble and expense, and so often has he inconvenienced himself to satisfy his customers that he has a reputation for courtesy all over Montreal. One day a gentleman (to the writer's knowledge) accidentally broke a piece of China in Scroggie's; no payment for the damage would be accepted by the firm; that gentleman bought a similar piece and now trades at Scroggie's. Mr. Scroggie lost nothing.

A PEEP INTO MORGAN'S.

Henry Morgan & Co. have the most unique establishment in Montreal and one that baffles fair description. He has a mirror in the millinery department that cost \$3,000, and we might say that everything is accordingly. His art department will interest ladies by the hour, and all are freely invited to view. His restaurant is unequalled in Montreal, and, perhaps, not in Canada. A unique method of exhibiting household furniture has been hit upon. To one side of the third floor has been erected an Elizabethan suite, consisting of a fac-simile representation of a street in Chester, England. The interior is substantially made in oak and stucco-work, the whole presenting a brownish tone. The interior is brilliantly illuminated with electric light. On the walls are variously designed and differently colored tapestries. A hallway, a library, a dining-room, a bedroom and a parlor are fitted up, the furniture in the latter being worth \$1,500. Household fittings of all kinds are shown advantageously.

In many of the stores the comforts of the ladies are attended to by the reservation of parlors and toilet rooms for their convenience. They can take a rest, read and, if they wish, write letters. Very often the ladies rest and take refreshments in the cosy little restaurants.

There is one principle that the Montreal business men have yet to insert in their list of business principles, that is the cash system. We understand that all the large houses, including Morgan's, Scroggie's, Hamilton's, Ogilvies', Murphy's and Carsley's, all carry family accounts. Of course they refuse credit to an unknown or to a poor payer, and yet they feel they are carrying an onerous burden and are wishing that they would one and all adopt the cash system.

E. H. C.

ROSAMOND WOOLEN CO.

Almonte, Canada.

1857

1900

MANUFACTURERS OF

**Fine Woolen and
Worsted Goods**

**Suitings, Trouserings, Serges, Beavers
Meltons, Whipcords and Herringbones.**

We guarantee the color of all our Piece Dye Serges, Meltons, Beavers, etc., stamped "Indigo-Dyed" every two yards.

Our patterns and cloths are new and up-to-date and are to be found in all the principal wholesale houses in the Dominion. Ask to see them, they will certainly repay a look. We have been making tweeds for 50 years, and have never yet deteriorated the wearing value of our cloth by using cotton.



Our Goods Are All Wool

A LOOK AHEAD IN MEN'S FASHIONS.

Written for THE DRY GOODS REVIEW by "Zeno."



THE other day I got talking with an extensive retail buyer of men's goods, and asked him what his predictions were for Spring, 1901. He was (naturally) loath to commit himself. At length, being "drawn" by several leading questions, he at length delivered himself to this effect :

"The styles in ties do not show any decided change for Spring, 1901. It is difficult to say what will be the popular shape, but for Summer the string tie shows signs of becoming the most worn of any. Handkerchief, or flowing-end ties, will not be worn at all, their places being taken by four-in-hands, which are shown in great quantities for 1901.

"Colors. Well, nearly all dark. There will probably not be more light-colored ties worn than in the past Summer, and, although "loud" colors may be seen here and there, sober patterns and colors will be the predominant style in neckwear. A tie that is expected to have a great sale during the Spring and Fall of 1901 is a four-in-hand with large end, and either self colored or having a black pattern upon a very dark background. Although stripes may be expected to be worn for a while yet, the tendency for this year is toward smaller patterns than ever. Bow ties for Spring wear are shown in all sorts of patterns, and the colors are lighter than in other shapes. The puff tie does not stand such a good chance of being worn, unless there should be a change in the fashionable collar, the high turndown, which will not allow the puff to be worn.

"There are no prospects of anything absolutely novel being brought out in collars. The high turndown will probably go as well as ever, though there are expectations that the ordinary stand-up collar will be worn more than in 1900. The stand-up collar with turndown points shows no signs of enjoying a better sale than at present. The low shapes of the high turndown collar are likely to be more worn during the coming Summer season than in the past.

"Colored shirts will be worn more than ever, especially during the Summer. Pink is on the decline. The present style of black or blue stripes is likely to remain throughout the Spring and Summer at least. The vertical stripe strikes me as the popular one.

"Hosiery will be worn in much the same styles as heretofore, though the use of fancy colored hosiery is becoming more general in Canada, and its use will be noticeably increased this year. A good deal of silk mixtures in hosiery is being worn.

"Gloves in grey and tan, Spring overcoats in Oxford grey, belts in patent leather and tan and negligee shirts in blue stripes are among the styles of 1900 that are to continue through the present year.

"The men's shirt waists, which are expected to be worn greatly in the United States during the Summer, are not

thought by men's furnishers here to have much chance of becoming popular in Canada.

"The above are, in a general way, my views of the future, but one can never be sure when fashion is the arbiter of trade."

K. ISHIKAWA & CO.

The ladies' neckwear shown in this firm's warehouse has lately been in great demand. They are in a variety of styles, including hemstitched silk ties and drawn-work ties, printed twills in polka dots with white, navy or cardinal ground. They are made long enough to go round the neck twice. For boys and girls a large range of Windsor ties are shown in plain or colored designs. The silk market in Japan has been weaker of late, and a drop of 10 to 15 per cent. has taken place over last Spring's prices, so that a number of lines may be had at very low prices. French dyed habutai silks are shown at very low prices. Soft-finished goods are now in great demand. Twill silks are also coming to the front. In this line a 23 in. Japanese twill, in all the Spring shades, is taking very well, and there is a bright prospect for a large business in it. Novelties in Japanese fancy silks are arriving and selling well in stripes, checks, plaids and color effects. The Japanese manufacturers have made a great improvement in fancy colorings.

New goods in Japanese mattings are now coming in and the season is opening up very satisfactorily. The crop of straw has been very good, so that the mattings will be of the best order, nothing but the green leaves having been used in the manufacture. The new schedule of freight rates is now in operation and this gives a big advantage to large importers, so that Ishikawa & Co. are able to give a much lower rate than many other firms who do not import so much. As the season advances, however, prices must rise, so that it is to the interest of buyers to place orders as early as possible.

THE RIGHT KIND FOR CANADIANS.

There are still some women who think "imported" is an absolute stamp of quality not to be approached by the domestic effort in the matter of corsets. Of course, every dry goods merchant knows how unsound this belief is, home-manufactured goods being turned out in immense quantities by the oldest corset concern in the Dominion—The Crompton Corset Company—as worthy as the imported and much lower in price. Experience counts for much when fully taken advantage of, and over a quarter of a century's experience in meeting and consulting the taste of the Canadian elite, has naturally resulted in this company's knowing exactly what the requirements of fashionable women demand. The Crompton new models of straight-front corsets contain many modern features of real merit, and will, doubtless, be eagerly stocked by the trade.

CATALOGUE OF LUMBERMEN'S SUPPLIES.

A catalogue has been issued by James W. Woods, manufacturer of lumbermen's supplies, tents, awnings, etc., Ottawa, giving a list of the different articles carried in stock with prices. The catalogue contains a number of illustrations of tents, flags, awnings, and heavy woollen goods for lumbermen's wear. Every conceivable necessity for men in the woods, camping or traveling is carried by James W. Woods. The cover of the catalogue is designed in colors with the different flags manufactured by this house. Any dealer desiring a copy can have one by dropping a card to Mr. Woods.

SPRING HOSIERY



1901



In MEN'S, WOMEN'S and MISSES'

SINCE placing our orders for these lines, Cotton Hosiery has advanced from 10 to 15 per cent. As our order was placed at a slight advance on last year's prices, we are in a position to offer them at most favorable prices.



UNDYED "CASHMERE FEET."

MATTHEWS, TOWERS & CO.

(See pages 68 and 69).

14 St. Helen Street, MONTREAL.

SPRING 1901.

MATTHEWS, TOWERS & CO.,
14 St. Helen
Street,
MONTREAL.

Men's Furnishings

Spring 1901

*Returned to
Montreal Office
30/1/01
See cut book 2. P. 34.*

Our travellers are now
out with new lines for

—IN—

WHITE AND COLORED SHIRTS,
ENGLISH COLLARS AND CUFFS,
NEGLIGEE SHIRTS.

HOSIERY,
UNDERWEAR,
NECKWEAR,

FINE ENGLISH BRACES.



Special Value in Golf Hose.

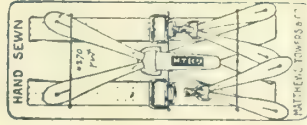
We have secured exclusive lines at prices never equalled in Canada, which will maintain the name we now hold for these goods.

Large Assortment of SWEATERS for Immediate Use.

PLAIN AND FANCY SHADES AND "CLUB COLORS."

OUR SPECIAL LINES IN

Hand-Sewn BRACES



are the best sellers in the market to-day.

LETTER ORDERS carefully filled.

UNDERWEAR

Winter and Summer Weights always in stock.

Including the celebrated "WOLSEY," guaranteed all wool and **POSITIVELY** unshrinkable. This is the leading line with all first-class men's furnishing houses in the Dominion.



Balbriggan Underwear

Large Variety of Plain and Fancy
For 1901 at Popular Prices.

OUR RANGE IN THESE IS VERY COMPLETE.

Colors for Spring 1901.



IN December the various color cards for Spring make their appearance on this side of the ocean from Paris, where they are issued. Taking all these cards, whether relating to millinery, silks, or cloth fabrics, the outstanding colors appear to be reds, greens and straw color. The color card of the Union Syndicate, received December 5, shows a number of new shades in cardinal, running from shrimp to ox-blood. They are called camelia (shrimp), glæcul, begonia, lavot, caroube and grenade (ox blood). The greens are of a reseda variety, oracæna, latania and araucaria. The gold color is to the front again, and forms one of a series of yellow shades, crene (cream), mais, paille, ble 'd' or, and Cleopatra (gold).

A new color made of a combination of shrimp and pale blue is becoming very fashionable. It is called Sida Yacca, after a Japanese actress who attracted a great deal of attention in Paris recently. Another, a combination of green and gold, making a pretty shade of light green, is named Transvaal. Laurier, doubtless after the Canadian, is the name given to a deep pink shade. A few new shades of bluette are also shown for Spring business.

FABRICS.

The cloth card is, after all, the most important in the Spring indications, says The Dry Goods Economist. A strong and marked point noted in it is the preference and prominence given to green. It is about time for the green shades, and the names of shades of green vary from the Longchamps through Auteuil, Chantilly, Rambouillet, St. Germain to Fontainebleau—the first tone a full pistache—to a dark forest green, the last shade.

These will take well. The public have not had green for a long time. Combined with laces, gold, red or any other shade, Nature's best background tint will undoubtedly prove extremely popular. We predict for it a vigorous season of selling.

GREYISH BROWNS.

Next to the line of greens is a line of peculiar greyish browns, different from the silk shades, a trifle more peculiar. The shades are striking, because there is an absence of anything like yellow or red in the composition. Souris (mouse) is the first tint, linotte (linnet) the second, dormouse is the third and then through an Indian brown to the last shade, which is called pain brule (burnt bread), and is nearly black with a brownish tint. These shades are certainly a relief from the present Oxfords, inasmuch as they are just as quiet and subdued and even richer. It is very likely that they will be much cared for.

The rest of the card is abandoned to a heterogeneous collection of every tint, color, and cast known. There are pinks, blues, tans, browns, reds, greens of every hue and form, but all antique in their tendency. There isn't a staple shade among them; they are not pastel; they are old shades. The best way to describe the range is to tell what it omits, rather than what it includes.

WHAT IS MISSING.

There is no range of pearls, to which we are so accustomed. There are no blues, which we look for in the succession from the light to the darkest navies, though there are blues and greys, not every kind of blue and grey, just favorite shadings elected from a mass of tintings, it seems. The best are mixed with some striking fantastic hues, which indicate that the color season was to be an individual thing where everybody's taste would have a chance. There are at least 90 shades represented, any one of which might be selected for a whole costume or the contrast for such a gown.

THE MILLINERY COLORS.

Last on the list we have the Homo card which is a bit more beautiful, as it is designed for the millinery trade and silk ends of the business. The very first number on this card, standing alone, is paille or straw color.

Next to this follows a range of pinkish yellows and then yellowish pinks, fading again into bluish pinks and then finally into pinkish blues. The floral nuances are anemones, lilacs and violets of the lighter cast, all true to nature. This is the first line of color, and is a very fair indication, with the yellow at the top, of just what are going to be prevalent relief shadings for the season.

Again, in the second column of this beautiful array we see blue as the dominant top note—a very pale blue at that. This fades through brownish mixtures into the mouse shades, as described in the cloths, and then, by the addition of pink is again brought to a very greyish light-pink as a finale of this range of color. A light line of beige shades follows, and then the card proceeds through the usual range of blues, greens, greys, browns, in complete assortments, suited to particular demand rather than to absolute novelty of style.

SUMMING UP.

We again note that yellow and gold will lead at the beginning of the season; that white is to be a great favorite for gowns entire; that black and white combinations are to be strong, and that much black over white lace with white underlinings will be broadly used. Red may hold a very strong place, especially as it is greatly favored at the moment—red waists, red revers, etc. The costume colors will be for the extreme style green—that is, for the lighter shades—after which the usual tans and browns. These shades will most likely excel the greys in popularity. The rose tints, violets and lilac hues are possibly the strongest points for millinery.

NO NEED TO KEEP SURPLUS STOCK.

Merchants who have surplus stock of any description, including dry goods, clothing, boots and shoes, or general merchandise, cannot do better than have them disposed of through Benning & Barsalou's auction bureau on St. Peter street, Montreal. This is one of the oldest auction houses in Canada, having been established in 1830; their experience has taught them how to bring the highest values out of salable goods. Liberal advances are made on all goods consigned to their care. As reference they give the Bank of Montreal and La Banque d' Hochelaga.

W. J. Kent & Co., Bathurst N.B., have just got into their new store. It is a fine large two-storey, solid brick building, 110 x 35 ft., with metallic ceiling painted white, tinted with blue. It is one of the finest stores in this part of Canada.

ESTABLISHED 1830.

BENNING & BARSALOU

Oldest Auction House in Canada.
Trade Auctioneers and Commission Merchants.

86 and 88 St. Peter St., MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes,
and General Merchandise.

Best Opening in Canada for Manufacturers and Merchants
wishing to dispose of surplus stock. Liberal advances made
on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal. La Banque d'Hochelega.
Correspondence and Consignments Solicited.

FURS!**FURS!**

For Gentlemen, Ladies and Children.

**OVERCOATS
CLOAKS**

**CAPES
ROBES**



I make a specialty of exporting Furs. The best
market price will be paid for all kinds of Raw
Furs.

CONSIGNMENTS SOLICITED.
RETURNS MADE PROMPTLY.

N. B. — The best price paid for Beeswax and
for Ginseng.

HIRAM JOHNSON,

Importer and Exporter. Wholesale Manufacturer.

404 St. Paul Street, MONTREAL

REFERENCE—Bank of British North America.

The Peterborough Underwear Company

LIMITED

Manufacturers of

KNITTED UNDERWEAR**PETERBOROUGH, ONT.**

Having had many years' experience in the
manufacture of

WOOLEN and KNIT GOODS WOOLEN HOSIERY, Etc.

and with a most up-to-date plant, I am
enabled to turn out A 1 goods.

Mail Orders Promptly Filled. Correspondence Solicited.

J. T. WOOD

EXCELSIOR WOOLEN MILLS, ... ROCKWOOD, ONT.



Special Attention Given to Manufacturing
Glove-Makers' Supplies.



THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awn-
ings, Shirtings, Flannelettes, Ging-
hams, Zephyrs, Skirtings, Dress
Goods, Lawns, Cotton Blankets,
Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS AND MILLINERY

Dry Goods, Cloth, Tweeds, Drills, Ducks,
Cottons and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.

158½ King St. West, Toronto.

123 Bank St., Ottawa.

47 John St., Quebec.

**CANADIAN
OFFICE & SCHOOL
FURNITURE
CO. LIMITED
PRESTON, ONT.**

**OFFICE,
SCHOOL,
CHURCH,
& LODGE
FURNITURE**

**FINE BANK OFFICE, COURT HOUSE AND
DRUG STORE FITTINGS. SEND FOR CATALOGUE
A SPECIALTY**

COUNTER CHECK BOOKS

Owing to our increased volume
of business, we have been
obliged to move to more com-
modious premises, at

34 COLBORNE STREET

Where we will be in a better
position than ever to supply
our many customers from the
Atlantic to the Pacific.

—THE—

**Merchants Counter Check
Book Co.**

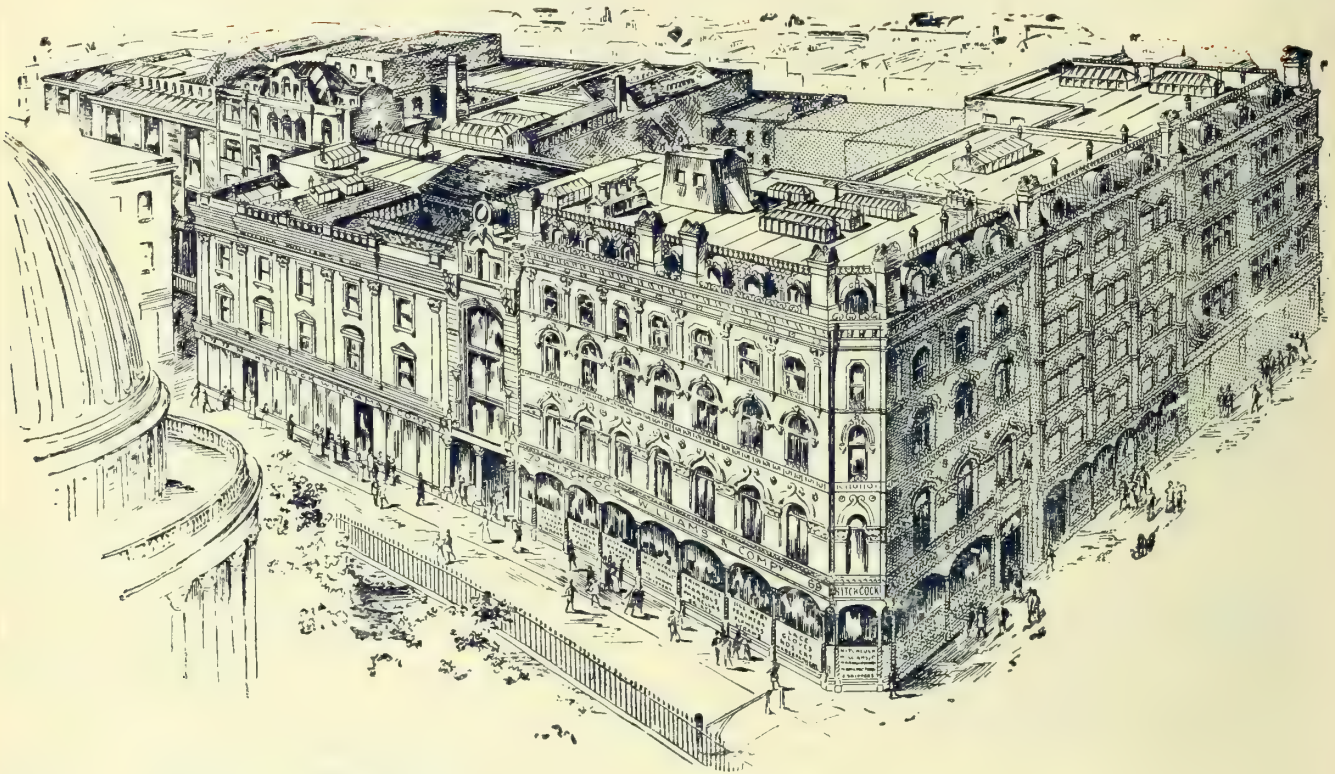
LIMITED

34 COLBORNE ST.

—TORONTO

Returned to Preston
11/11/11 Sent Book 2 P 11

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8 London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers

should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a FANCY HOUSE and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

**MILLINERY AND MILLINERY MATERIALS,
FANCY LACE GOODS, BLOUSES, CHIFFONS,
FANCY COSTUMES, MANTLES, BRITISH AND
FOREIGN DRESS MATERIALS, PRINTS, SILKS
AND VELVETS, RIBBONS, TRIMMINGS AND
ESPECIALLY MANTLES AND FURS.**

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Mr. J. Cawdell, who has been trained in our house, is representing us in Canada with a magnificent range of samples. We trust all traders will inspect them.

Corticelli Twill Tape Cabinet.

***** (PATENTED) *****

We have added to our Narrow Fabric plant some twenty-six looms for the weaving of the better grades of Cotton Tapes for the dry goods and manufacturing trades, and have adopted the method as here illustrated of putting up, which we feel assured every dry goods merchant will appreciate, the main advantages of this

Returned to owner city



OPEN.

**Made of
Antique Oak**

Dimensions :	
Height, 8-in.	
Length, 11 1/4-in.	
Depth, 6 1/2-in.	

Every dealer in dry goods and notions should have one of these cabinets.

system for the retail dealer being that the Tape is easily measured off, as each bolt revolves on an independent spindle and the customer can buy any length desired in every width.

Cabinet holding one bolt each of 1/2 gro. in sizes 0 and 1, and one bolt each of 1/4 gro. in sizes 2 to 8 inclusive, furnished free with first order for 10 gro. We carry in stock at all of our offices white, black and drab in one quality, and all widths from 0 to 8. Special colors for the manufacturing trade made to order in quantities of not less than 100 gro. to a width and shade



CLOSED.

CORTICELLI SILK CO., Limited

Canadian Mills, St. John and Guelph, P.Q.
General Offices, Toronto, Montreal, Winnipeg, Vancouver, Quebec.
San Francisco, N.Y.C.

"Weighting" of Worsted Fabrics

Movement Against Them in England—A Practice Not Resorted to in Canada.



ANADIAN buyers of Bradford worsted coatings have not failed to notice the agitation going on in England on the question of "filling" the cloth. The leading English makers are anxious to stop the practice, which is apt to affect the good name of all Bradford goods of this class, even those which are made pure and not "filled" with chemical substances.

It is well known that the practice of making "filled" goods was done to get around the high tariff put by the United States on woollen goods. Bradford manufacturers began to find it difficult to sell the genuine article at the prices offered and some of them accordingly resorted to the practice in order to give the fabrics a greater weight. The price of worsted coatings is based on the weight of the cloth per yard. Experience found that it was possible to "weight" a worsted coating, which, in its natural state, was 11 oz. to the yard, so as to make it weigh 13 oz. A 14 oz. fabric could be filled so as to weight 16 oz., and an 18 oz. could be made a 20 or a 21 oz. fabric. This enabled business to be done at a profit.

There has been no doubt that this filling practice deteriorated the wearing quality of the fabric. It could be very skillfully done, and one English wholesale clothier said that, notwithstanding his experience of cloths, he was unable to detect the "weighted" article when offered to him for sale. At a recent meeting of Yorkshire manufacturers the following resolution was passed: "We, the undersigned, hereby jointly and severally agree not to sell or offer any worsted coatings which, in the various processes of manufacture, dyeing or finishing, have had any foreign matter added, intended to increase the weight of the cloth, and further agree to support only and exclusively those dyers and finishers who will give an undertaking to abstain from filling and weighting and assent to this resolution."

The importance of keeping up the standard of purity in Bradford goods is naturally recognized by the leading makers, and from them nothing but the genuine article need be expected. But there are others not so scrupulous or far-seeing. The chemicals with which the wool was saturated in order to "weight" it included salts of zinc, lead, alum, etc. In some cases the "filled" cloths were "cakey" and they possessed a more slippery "feel" than the pure cloth, but one only to be detected by the keen touch of a practised buyer. It is generally admitted that this practice injures the durable qualities of the fabric although it might not interfere with its appearance.

Not only were worsted coatings treated in this way but also some dress fabrics, which were "filled" in order to compete with the French fabrics of the same class in the making of which "filling" was also resorted to. The matter has become of increased importance recently owing to the demand for superior qualities of all-wool fabrics which, worn in costumes as plain goods, are apt to show the slightest deterioration. It is, therefore, evident that Canadian buyers have had to purchase only from first-class concerns in order to be sure that the "filled" stuff was not being sold to them.

The woollen manufacturers in the United States are taking note of the Bradford agitation as a warning and example to them. As far as the Canadian mills are concerned, it has never been a practice in Canada to turn out these "filled" materials, so that, fortunately, at a time when suspicion is aroused regarding the quality of woollens, the Canadian cloths are able to pass the test on their merits. It would be unfortunate if our Canadian mills were forced by close competition to turn out anything but the purest fabrics, as then a reputation might be earned which later on would be hard to get rid of.

A NEW OTTAWA FIRM.

The young firm of Wilson Bros. & Co., Ottawa, have only been in existence a little over a year, but Mr. J. Wilson is well known to the trade, having been with Messrs. Seybold & Gibson and J. A. Seybold & Co. for the past 16 years. He has been buyer for the latter firm, and, when they retired from the dry goods trade, he decided on starting business for himself as Wilson Bros. & Co. And, with his past experience of the home and foreign markets and close personal attention to business, we are satisfied he will make a success of the enterprise.

REGISTERED TRADE MARK.

Messrs. Boulter & Stewart, who have sold goods eight years under the trade mark "Crown" brand, wish to advise the trade that goods called "Crown" brand are not genuine unless their firm's name is through the crown, as shown on accompanying cut. The ready sale of this brand of goods has caused the makers to use similar trade marks. The trade everywhere are being asked for these popular goods. And why? Because they are stylish and fit. Every garment sold brings a new customer.



HUDSON BAY KNITTING CO.'S 1901 SAMPLES.

The Hudson Bay Knitting Co.'s travelers will carry the warmest line of samples they have ever shown for next season's trade. Improvements are to be seen all along the line, and general novelties for the Manitoba and Northwest trade have been introduced. These will be seen in new and practical ideas in rough-wear and cold-weather clothing of leather, corduroy and duck.

As usual the "Kumfort Mitt" will be largely in evidence. The sales of this mitt ran up into many thousands of dozens for this season, and the company are preparing for double the business next season.

It is a constant source of wonder to the trade and a worry to their rivals how such a mitt can be produced for the money—but there it is and the price is in plain figures.

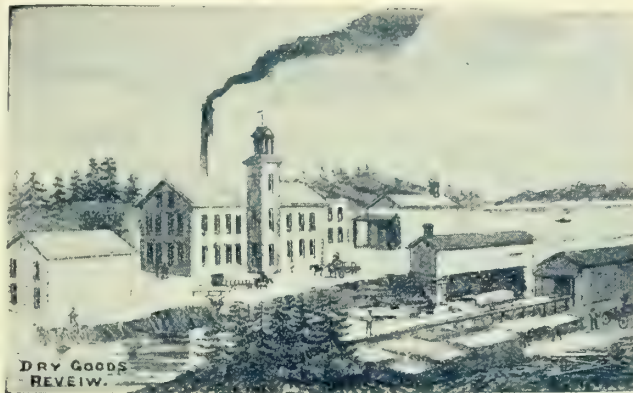
A PROPOSITION FOR 1901

Many merchants, both in Canada and the United States, have found the New Idea Patterns quite a money-getting venture for them, and, as will be seen in the advertising pages of this issue, the company issuing these patterns are in good shape with the latest ideas for 1901. An attractive proposition is on foot, particulars of which any reader of this journal may have by dropping a line to the Canadian office of the company at 75 Victoria street, Toronto.

HARRIS & COMPANY, LIMITED

ROCKWOOD, ONT.

ESTABLISHED
1867.



INCORPORATED
1899.

LADIES' SUITINGS.

Select ranges of Colorings in *Pure Wool Homespuns*, and light weight *Frieses*, are shown for Spring by our sole agents

Messrs. Dignum & Monypenny, 27 Melinda Street, Toronto

Stratford Clothing Company

TRADE MARK

Manufacturers of Perfection Clothing.



*UNION MADE. No Unclean Inferior Work.
Perfection Label sewn on Sleeve.*

There is Style and Character, as well as Superiority of Quality about our make of Clothing, which gives it a striking individuality.

The skilled workmanship put upon our make of Clothing manifests itself at all points. You have something exclusive, and a profit-maker, in our Clothing.

The Range of Men's Clothing we are showing for Spring is wide—Values the Best.

Your close inspection of the Samples is asked when our Representative calls on you.

Union-made Clothing has the White Cloth Label stitched in the pocket of every Garment.

Your Business will catch the Dollars if your Clothing is down to date.

High-Class Clothing—the Latest in Pattern, Style and Effect.

Our Spring Samples are now on the Road. See them before placing Spring Order.

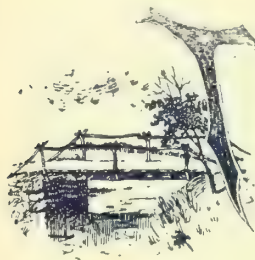
Soliciting your Trade, we are, yours respectfully,

STRATFORD CLOTHING COMPANY,

STRATFORD, ONTARIO

Wool--A Great Trade Factor.

Its Sources of Supply, Its Fluctuations in Price, and Its Qualities for Making Fabrics.



THE production of wool, while not confined to any particular country, is, nevertheless, so much greater in some countries than in others, that it may be said to be almost wholly a product of those places. It is of importance, as well as of interest, for every drygoodsman to know where this article, one of the

chief materials in the textile trade, comes from; the extent to which it is produced in the different countries that export it; the cause of the fluctuations in prices, etc.

Australia, of course, is the principal wool-producing and exporting country in the world, and about half of the sheep there are reared in New South Wales. In 1899 Australia reared 81,000,000 sheep, of which 41,000,000 came from New South Wales. During the past four or five years Australia has lost through droughts and floods more than 20,000,000 sheep. She still held the lead last year, with South America and Continental Europe second and third respectively, and Canada and the United States, combined, a bad fourth. The world's output of wool for 1900 was over 2,000,000,000 lb., of which South America produced 500,000,000 lb., Continental Europe 450,000,000 lb., and Canada and the United States 272,000,000 lb.

In all these countries Australia is the only one where the production of wool is very much on the increase, and it is estimated that under favorable circumstances her output could be increased to about 1,000,000,000 lb. annually, or nearly one-half of the world's present supply.

There is a large amount of grease mixed with wool, which is only got rid of when it is scoured. Out of nearly 2,000,000,000 lb. of wool produced in 1890 there was 900,000,000 lb. of grease or dirt mixed with it. Wool from the Argentine Republic contained more than other wools, and during that year English factories took very little wool from Argentina. Different kinds of machinery are required for treating dirty wool and the English factories are not built for it. On the European continent there are several factories specially designed to deal with this kind of wool.

The fluctuations in the price of wool have been very great. In 1899 merinos and fine cross-breeds rose over 60 per cent., the coarser cross-breeds 35 to 40 per cent., and the average price of a bale of colonial wool was 58 per cent. higher than in the previous year. The cause of this was the steady decrease in the production of fine wool, which has been going on since 1895. The low prices for merinos (sheep of central Europe) which prevailed during the past decade, led the sheep-raisers of Australia and the Argentine Republic to cross breed more than ever in order to secure additional profits through the meat trade. Another cause for the limited production of wool and the consequent high prices is the droughts, which occur frequently in Australia and other large sheep-raising districts, destroying millions of sheep.

A knowledge of the structure and properties of wool is also of value. A single wool fibre when greatly magnified may be

seen to be composed of thousands of scales overlapping each other like the tiles of a roof. They are free except at their bases. The arrangement and number of these scales are very important. Without them wool could not be woven into cloth. In the finest short-staple kinds of wool there are about 4,000 scales to the inch, and in the long-staple kinds not more than 2,000 to the inch. If a number of wool fibres are twisted together they will remain twisted and form a thread. This arises from the interlocking of the scales on the fibres with each other, and is most completely carried out where there are the greater number of scales. The under sides of the scales are not exactly smooth and until some soap and water is used they do not interlock perfectly. The cause of shrinkage in wool cloth is that every operation through which the materials are put all tend to make the scales interlock to the fullest extent and thus draw the whole fabric closer together.

BLOUSE WAISTS AND FLANNEL WAISTS.

And still another change in the style of these popular goods. This time it is both in the cut of the waist and sleeve as well. The military fever has caused the fashion-makers to get the military effects and cuts in our everyday cotton waists for the coming season. The straight, clean-cut shoulder with no fullness at top of sleeve gives a military effect to the shoulders. The sleeves, however, have taken a change and are made with a part bishop and part military cut—rather an odd combination but a distinct change. Messrs. Boulter & Stewart, always to the front with these new ideas, secured advance information from Paris and New York last month, and, as usual, were the first to produce the correct, up-to-date waist. Their ad on page 44 gives some idea of the new waist. They show some 125 designs.

As to flannel waists for Spring, from the latest reports on styles in waists, the flannel waist will be in great demand for Spring trade—made unlined and worn with high linen collar. As these can be made in many pretty styles they will be sure to have ready sale. New York merchants have placed heavy orders on these goods. Messrs. Boulter & Stewart have just been advised from headquarters and are making 12 new designs for Spring and Summer trade. Houses looking for the fashionable in waists of all kinds should visit their warehouses. They also have illustrated catalogues in case the merchant cannot call personally.

QUALITY IN CANADIAN FABRICS.

Some of our Canadian woollen mills make a point of quality more than any other feature of their fabrics. Thus they get a name which greatly promotes trade. For example, the Harris Mills at Rockwood, Ont., have always gone in for using a superior quality of pure wool, with the result that their homespun and friezes have been handled with confidence by the trade. Additional machinery has been put in and the mills have been enlarged during the past year, showing that the demand has grown for fabrics of superior quality and value. In homespun they are showing some 30 shades, and in friezes some 20 shades, so that the taste of buyers is fully catered to. These mills also manufacture overcoating friezes and yarns which for many years have enjoyed a good reputation in the trade. As the fashions point to the continuance of fabrics like this for another season or two, both for men's and women's wear, there is no reason to doubt that the coming trade in them will be extensive. The selling agents of the Harris Mills are Dignum & Monypenny, of Toronto.

Nisbet & Auld

Toronto

Mens Woollens

Ladies Fabrics &

Tailors Trimmings

To the Trade:

Our special department devoted to woollen fabrics for women's wear is well known to the leading merchants of Canada, and requires no further introduction.

For Spring 1901 we shall maintain our record, and every country manufacturing suitable cloths is contributing to our stock. We shall continue to introduce exclusive Canadian novelties, thus affording the Drygoods and Ladies Tailoring trade opportunities to brighten up their stocks with lines, superior in value and moderate in price.

Yours Truly
Nisbet & Auld.

DEVONIA SERGES

*Returned to
A. & S. Thomas
B. 2/18
Jan. 9. 1901*

DEVONIA

DEVONIA SERGES
PURE INDIGO
AN IMPERISHABLE COLOR
WE GIVE
A TWO YEARS GUARANTEE

HAMLIN BROS. LTD.
MANUFACTURERS—
BUCKFASTLEIGH, ENGLAND

NISBET & AULD
SOLE AGENTS FOR CANADA. TORONTO.

Hats Off, Gentlemen!



✿ SHE WEARS OXFORD TWEEDS. ✿

The famous Oxford Tweeds and Homespuns for ladies and gentlemen are good every way.

Made
Only by

OXFORD MFG. CO., Limited, Oxford, N.S.

Sold in Toronto and West by **NISBET & AULD, TORONTO.**

CARPETS, CURTAINS AND WALL PAPERS

HIGH-CLASS CITY TRADE IN CANADA.

THE better class of drawing-room carpets for the Spring trade are shown in different shades of blues, greens and Rose du Barri. The designs are larger than in former years, and self-colored goods are almost the only kind sold, though flower designs are still in favor among the French trade in Quebec.

For hall and stair carpets the designs are smaller, in strong colors matching the rooms. Oriental designs are the correct thing for dining-rooms. Tapestry carpets are finding keen competitors in cheap brussels, which can be bought as cheap, and in better designs.

Among the curtains showing for the Spring trade there is a line of velours portieres, or door curtains, with a different design and colors on each side, so that they may match with two rooms at once. Silk Turcoman portieres are also in favor again, and more are being sold this season than ever before.

The designs in fabric curtains this year are large and bold. Green is the predominating color.

Lace curtains are selling better than ever, due, probably, to the fact that there have never been so many beautiful designs shown. Arabian point is the finest of the season. The leading colors are white and biscuit color. A big trade is also being done in sash curtains in panel designs, to match the other coloring in the room.

A very beautiful curtain novelty is a net fabric, with colored design in applique, which, when hung over a window so that it is close to the glass, gives the appearance of a stained glass window.

FURNISHINGS FOR WINTER.

In every house there should be some modification of the furnishings of the living rooms to correspond with the change in seasons. Every sitting-room should be provided during the Summer with light mattings, thin white curtains and bamboo furniture if possible, for, as the mind greatly influences the body, if furnishings can affect the temperature a few degrees, it is desirable that they should do so.

For Winter a room should have warm, rich tones. The harmonies of Autumn foliage are reliable guides to the most pleasing shades for the time of frosts and cold.

For an apartment that is part sitting-room, part library and part parlor, a rich tone of golden brown will be pleasing. If the floor is stained it should be well covered with soft, warm-tinted rugs. The walls may be covered with cartridge paper in some shade of golden-yellow that will harmonize with the deep frieze of dark-colored paper above. The ceiling, covered with the same stamped or figured paper, will look well laid off in square panels. A handsome border should divide ceiling and frieze.

Around the lower part of the frieze should be run a narrow molding, with another one just high enough above it to

accommodate cabinet photographs. Along the panels may be ranged irregular groups of portraits of celebrities, scenes, copies of favorite paintings, or pictures of favorite animals.

In a room of small proportions and no novel architectural features a great deal may be done by the use of grill work. For instance, when a dining room opens from the sitting-room, a panel of grill work extending to the door frame on one side will give a pleasing suggestion of ample vistas beyond. The space overhead must, of course, also be covered with grill work. Over this, on the sitting-room side, a handsome portiere may be draped and dropped, if need be, to shut off the view of outlying room. The door on the dining room side may then be closed to shut out the clatter attendant upon the bringing of dishes in and out.

On one side of the doorway, preferably that nearest the fireplace, a large, luxurious looking couch, supplied with pillows, should stand in state. With a couple of fauteuils, a handsome hassock, some comfortable chairs of the cushioned sort, a centre table for magazines and some pictures decorating the walls, the room is comfortably furnished. Wicker is used a great deal now, and for Winter service chairs of this material may be made soft and cozy by supplying seats and backs of cushions covered with fabrics to match the other decorations.

An appropriate touch may be introduced into the color scheme of the golden brown room by the use of a gold embroidered drapery, over the mantel. Gold is to be extremely fashionable this Winter in dress, and as it is considered very chic to adapt one's home decorations to that of one's costuming, this hint is not to be lightly put aside.

For a more formal room, such as a parlor, another decorative scheme is suggested. Furniture of the gilded sort upholstered in light stuff is quite suitable for Summer and Winter. A few more substantial chairs, added to give tone to the apartment; a fanciful divan that, with the addition of a few pillows, may be transformed into a couch; a pretty picture upon an easel, small tables holding bric-a-brac and a few other inconsequential bits of furniture, and one's parlor is amply furnished for persons of moderate means.

In most houses the parlor is the receiving room for guests, and as such the French fashion—that accords it only such furniture as its use requires—is the idea to follow in fitting it up. Striped papers are being adopted, and for the average parlor one of these in cream and crimson makes a good background, with a cornice border of gold. The pictures upon the wall should be choice, but not necessarily numerous. Better a fine print neatly framed than a cheap painting gaudily mounted.—Upholstery Trade Review.

FABRIC WALL COVERINGS.

Fabric wall covers are one of the many beautiful decorative ideas that have come to us from the court of Louis XIV. of France. They have been revived in Great Britain and Europe with great success, and now John Kay, Son & Co., of Toronto, have introduced them into this country.

Although but lately brought in, the Canadian people have shown a good deal of favor to the fabric cover. They are shown in many beautiful designs and colors, from the cheapest brocade at 40 to 50c. per yard up to the most expensive fabrics at \$10 to \$15 per yard. The colors are principally in strong Empire greens, reseda greens, Rose du Barri and gold. Oriental fabrics are also becoming popular, and also linen taffetas, which will probably be the fabric of the future for this purpose, as not only are they shown in many handsome designs, but the price places them within popular reach. The

GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

CANADA BEING A
WOODED COUNTRY

WE HAVE SPECIAL
OFFERINGS OF

WOOD CURTAIN POLES
AND WOOD TRIMMINGS

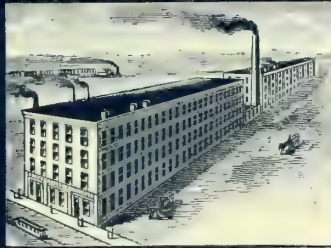
Splendid Finish,
Handsome Patterns
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.



TORONTO FACTORY

OPAQUE
SHADE CLOTH.

CURTAINS, DRAPERIES,
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc,

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:

"HEES" TORONTO.



OFFICE: 71 BAY ST

We manufacture everything in the line of

Window Shades,

and sell them at a price that affords the retailer LARGE PROFITS.

We Have in Stock Over One Hundred Thousand
Pairs of Lace Curtains.

The retailer can sell them at a good profit all the way from 35c. a pair to \$20.00 a pair.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash
Curtains and Nets, Brass and Wood Poles and Trimmings,
Stair Plates, Drapery Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

*Returned to James C. ...
Dec. 19, 1900, ... Page 17*

A pound of wool, a bale of cotton or a bushel of wheat is not more staple than black hosiery stamped

*Louis Hermsdorf
Dyer*

If every item in a hosiery department bore an equal assurance of value there would be no losses, no "below-cost" prices. You always depend on getting a profit from goods bearing the trade mark

*Louis Hermsdorf
Dyer*

Chemnitz, Saxony.

American Bureau of Louis Hermsdorf,
78 and 80 Walker Street, New York.



THE BLACK YARN USED IN
THIS STOCKING

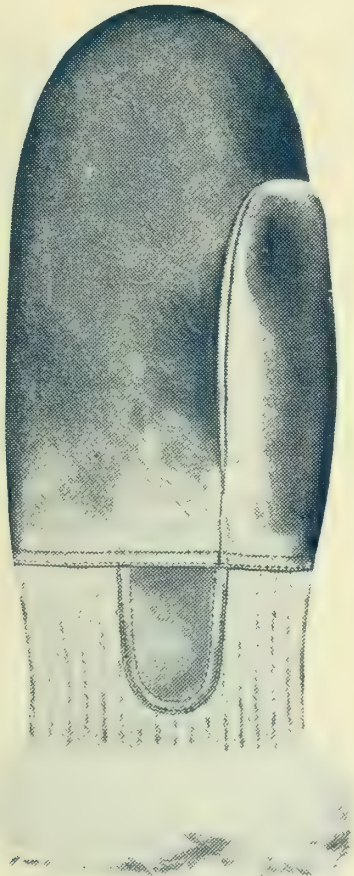
IS DYED BY

*Louis Hermsdorf
Dyer*

Selling Office of Hermsdorf Black
Mercerized Yarns,

JOS. J. DE LONG,
396-398 Broadway, N.Y.

What They Say:



"Beats me how you turn out such a mitt for the money," one dealer says..

"It's a corker—it's the best mitt value I ever had in the store," another declares.

"We never had a kick on it—the leather never hardens and the knitting never rips," is the way another puts it.

"It's a good mitt to sell---we never have any left-overs," is the way another puts it.

These are only a few of scores of expressions we have heard of the
"Kumfort Mitt."

It really is the best mitt in the country for the money—\$4 50 per doz. net, 30 days.

Muleskin palm, oil-dressed sheepskin back, unrippable knitting.

Wind proof. Snow proof. Crack proof. Ravel proof.

Hudson Bay Knitting Co.,

30 St. GEORGE STREET,

MONTREAL.

CARPETS AND CURTAINS—Continued.

designs are in most cases large, and many of them are very elaborate. These fabrics have many advantages, among which may be mentioned that they can be removed from one place to another, and they will last longer. That they can displace wall papers to any extent is hardly to be expected.

ART IN TAPESTRY GOODS.

All Canadians who take pride in their country's advancement in art and manufactures should see the new "Derby" tapestry table cover just from the looms of Geo. H. Hees, Son & Co. We are assured that the manufacturers expended over \$2,400 on this design before a cover was produced. Former large expenditures on artistic patterns have encouraged the manufacturers to attempt something on a still more expensive scale, and this "Derby" pattern eclipses them all. It is made in 8, 10 and 12 quarters, and, notwithstanding the expense of producing the "Derby," they will be sold at popular prices. Geo. H. Hees, Son & Co. are constantly producing new and quick-selling goods which dealers should make a note of. The "Derby" is now in the hands of the jobbers. Ask their travelers to show it to you.

THE MAKING OF BRUSSELS CARPETS IN CANADA.

A visit to the mills of the Guelph Carpet Mills Co., Limited, is an interesting and instructive thing for anyone concerned in the carpet trade.

Make a start at the dye-house. This department, which is the most important branch of carpet manufacture, is in charge of a thoroughly practical and long-experienced dyer and scourer. When the yarn comes into the dye house the skeins are tied together, making a long chain, and then put into the scouring machine. This machine is a system of heavy metal rollers covered with rubber, placed above a tank containing the scouring liquor. The chain of yarn is placed in the tank and one end run through between the rollers and tied to the other end, and is run through between these heavy rollers until all the oil is squeezed out. There are three of these tanks. The first is a very strong alkali. From that the yarn goes into the next tank, which has a liquor made of soap, and, from that, it then goes into the last tank, which is clean water. This last run is to squeeze or rinse out the soap, the whole machine being driven by chain belting. After that the yarn is ready for the dyeing process, then dried.

After coming out of the dry-room the colors are examined by the yarn foreman, who sees that the colors match the standard shade, and if they are all right, are ready for the winders and spoolers, and from them to the weavers. The weaving-room is one of the best, if not the best, in Canada, being a building 100 ft. long and 60 ft. wide. It is lit by windows all round the side of the building and also from the roof. This kind of lighting is a necessity for weaving brussels and wilton carpets. The floor of this room is cement, which gives a solid foundation for the looms in this room. There are 20 1-yd. wide ingrain looms, two 3-yd. wide and one 4-yd. wide art square looms, and 12 Crosley brussel looms. The ingrain looms are all operated by Canadians, and the brussels by Kidderminster men. All the work done on the brussels and wiltons is done by these men, who are all thoroughly well trained up in their trade. They have to serve a long apprenticeship to this trade, consequently there are few men who learn it.

The yarn used in the manufacture of these two latter grades of goods is all made in England and the workmen are all

imported from Kidderminster, England, so that they might be called English brussels, if there is any advantage in that. After leaving the looms the carpet then goes to the burlers' tables and is there looked over and any imperfections corrected and made ready for the finishing and rolling machines.

The front part of this mill is 185 ft. long by 45 ft. wide, two storeys high, and is used as storerooms for carpet and dyed yarn, winding, burling and finishing, the steam power being supplied from two large boilers, one being used for the dye-house and the other for power and heating.

This is the only mill in Canada making high-class brussels and wilton carpets which equal any made in England or the United States. Their 4-frame wilton, which is a moderate-priced carpet, is meeting with great success.

MORE ROOM REQUIRED.

The rapid growth of business at 43 St. Sacrament street, Montreal, compels Geo. H. Hees, Son & Co. to provide more room, and they have secured additional space on the same premises. 43 St. Sacrament street has become a busy place since Geo. H. Hees, Son & Co. secured it for their Montreal headquarters, and dealers in the vicinity of the "Mountain City" find it very convenient to select their upholstery goods, coverings, lace curtains, curtain poles and trimmings, window shades, etc., and have them promptly delivered right from stock. If a merchant is in business in the vicinity of Montreal, he should call at 43 St. Sacrament street and see the goods Geo. H. Hees, Son & Co. have to offer.

CARPET TRADE IN KIDDERMINSTER.

There is not much to complain of in the carpet trade. London business is quiet for the moment, but a fair number of orders are coming in from the country. In the yarn trade the demand for local carpet yarns is steady, while for outside markets things are better and more encouraging. No change can be reported in values. Many spinners continue to decline the low prices offered for carpet yarns, and on the whole the market is firm at a low level.—Textile Mercury.

TRADE IN THE UNITED STATES.

Speaking of trade conditions in the United States during December, The New York Carpet Trade Review says the travelers are now on the road, and the outlook for them seems highly encouraging. If any buyers have delayed purchases of tapestries and velvets, under the impression that prices would yield somewhat, they must now be convinced that they have made a mistake, for there never was a time when the market for these goods was in better shape than it is at present. Manufacturers of wiltons and brussels report that the season has opened satisfactorily. It is to be hoped that the unsettled conditions in the ingrain market will be but temporary, and that the makers of these goods will secure a share in the prosperity attending other branches of the trade. The new price list of linoleums and floor oilcloth has gone into effect. The advances provided for in the new list apply to all grades, excepting inlaid linoleum and cork carpeting.

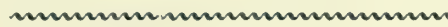
From Nottingham it is reported that the sale of silk fancy laces is far from satisfactory. Production is consequently very much restricted, and some machines formerly producing these goods have been adapted to the manufacture of cotton laces. Silk tulles are likewise in limited demand.

JAPAN MATTINGS.



Exclusive Designs.
Correct Colorings.
Early Delivery.

A complete range of samples is now in our travellers' hands. Kindly wait for them, or write for samples.



K. ISHIKAWA & CO., Manufacturers,
24 Wellington St. West, **TORONTO.**



CROMPTON CORSETS

Are in the front rank with a full range of **first-class selling lines**—values that convince both dealer and purchaser on sight.

Up-to-date corsets are the corsets that sell.

These new Parisian models, with correct straight fronts, for erect form effect and other latest points, are the corsets sought for by enterprising merchants.

STYLE 397—A short-length, straight-front corset, which bids fair to rival the dainty "Queen Moo."

STYLE 497—An elegant model of true Parisian grace and *chic*. Made in fine English Coutille, straight front, desirable medium length, filled with improved clock-spring ribbon steel and whalebone.

STYLE 597—Designed especially for ladies of full figure. Reduces the abdomen and gives an unrivalled long-waist effect.

Other new lines will soon be ready—brimfull of interest to you because they'll benefit you. What benefits the merchant benefits us, therefore we solicit correspondence.

THE CROMPTON CORSET CO., Limited, TORONTO, ONT.

A GREAT SHOW OF SPRING WAISTS.

THE American Silk Waist Manufacturing Company, Montreal, have already made ready about 35 designs for Spring; they have 15 in work and some others coming. They will all be ready before January 25, when the travelers leave Montreal. New ideas will continue to be advertised throughout the season and all that the Parisian and American markets show will be transmitted immediately to the customers of this firm.

For Spring, they are showing a great variety of waists in the latest designs and comprising all the novelties of the season. Silk flannel, silk cotton, mercerized cotton, delaines and other expensive novelties are being used to assort the staple goods in the new designs. The albatross lace effect, ribbon effect, open work, self-hemstitched and machine-hemstitched, cording and embroidery effects, as well as Japanese, Chinese and Russian effects are all parts of the new goods.

This firm is showing a great variety in bolero waists with the vests made of plain taffeta, black or colored, tucked in French and American styles. The straps are made of contrary colors stitched with gold thread, trimmed with gold or crochet buttons. The garniture is composed of turquoise, and white or cream taffeta, tucked, hemstitched or fancy stitched, or trimmed with Oriental lace. The gold woven in, the gilt buttons, the new bishop sleeve, the soft or stiff cuff, and the new French collar edged with gold braid make up a neat waist.

They are also showing a waist of a high-grade taffeta in a variety of colors, with a reverse effect, tucked in different styles, with yokes of contrasting colors, and trimmed with beautiful buttons. They are shown also in satin and satin duchesse.

The shirt-waist samples are nearly finished. They are made mostly of plain taffetas, silk, flannel, delaines and albatross, with pin tucks, broad tucks, narrow and wide stripes, plaiting and puffings of all designs.

The new designs are artistically made, and the comforts of the wearer will not be neglected, for the bishop sleeve, the soft cuff and the new collar will contribute both an ease and a style. The collection ought to be examined by each and every buyer.

It must not be overlooked by the Canadian trade that this firm still guarantee to give their customers New York goods at figures 40 per cent. below the regular prices. Owing to this fact their business has grown to great proportions, and the range and quality of the productions of their factory for the Spring will open the eyes of both the retailer and the consumer. Mr. Carrs, the designer, has been in the business for many years, and is considered one of the best men in his line in America. He has just returned from New York with all the latest ideas, and, in accordance with them, the samples have been made up.

AN INGENIOUS CHRISTMAS BOX.

Every dry goods traveler throughout the Dominion has received from The Colonial Bleaching and Printing Company, Montreal, a novel holiday gift in the form of a leather-bound and gilt edged pocketbook, on the inside back cover of which is attached a railway accident insurance coupon, good for \$1,000 in case of death resulting from a railway accident occurring between December 31, 1900, and January 1, 1902, and for \$500 in case of the loss of two limbs or other serious injuries. It is a fully paid-up policy in the Ocean Accident and Guarantee Corporation of London, England, and is

applicable on all steam railway trains in Canada and Newfoundland. Most travelers carry some accident insurance, and an additional \$1,000 will be warmly appreciated by the numerous recipients of this novel gift. We venture to predict that, after receiving this testimonial of generosity, the Canadian travelers will bestow a great deal of merited praise upon Colonial prints through the coming year.

WYLD-DARLING CO., LIMITED.

IN the staple department a large range of Canadian and imported prints are shown; also a number of lines in mercerized sateens. A good assortment of cretons, drapery linens and reversible cretons are among the special lines shown. Canadian staples, flannettes, cottons, etc., are offered at considerably below their present value.

They are showing in the linen department the largest assortment of bleached and unbleached table linens they have ever carried, with damask cloth napkins to match. They are in all sizes and exclusive designs. A complete range of towels, in huck, damask and Turkish, are offered at all prices. In crashes are to be had checked and plain tea towelings. French canvas is shown in black, brown, white and natural.

The woollen department contains many domestic and imported goods of the very latest styles. Fancy worsted suitings in checks and overchecks are to be worn more than anything else. The principal colorings will be grey shades and mixtures, though a new color has been introduced, a sort of olive mixture, which gives promise of becoming a favorite. The demand for Scotch suitings is expected to keep up for Spring, 1901. There is little change in trouserings for the coming season. The tendency in patterns is toward a little wider stripe. Fancy vestings are shown in silk and wool, in spot and check patterns. For Spring overcoats, the popular colors will be greys and fawns. Whipcord will not be worn.

The smallware department contains a large range of white embroideries, cambrics, schiffles and muslins, in insertions, edgings and all-overs, for January whitewear sales. Their special line, to retail at 5c., comprises over 50 designs, and makes a great leader. The stock is complete in valenciennes, torchons and fancy cottons, laces, footings, insertions and all-overs, in the latest designs. In the assortment of Hermsdorf dye cotton hose they show a line of black goods, with natural wool split soles, to retail at 25c. per pair. Another line, named "Surprise," in full fashion retails at 15c. per pair. Ladies' unbleached and bleached underwear, sleeveless, or with long or half sleeves, are shown to retail from 5 to 50c. each. Patent leather belts, with or without gilt trimmings, are shown to retail from 25 to 75c. each.

For the coming season's dress goods they show a well-selected range of wool cheviots and homespun in new colorings. Faced cloths and fine-finished goods will be popular. Cashmere is selling very freely, and some specials are shown in 45-46 inch in a 15-16 count to retail at 50c. The new pastel shades promise to be a feature of the season. Black figured goods are also in favor.

One of the best selling lines of men's furnishings is heavy woollen and fleece-lined underwear, the latter of which at popular prices are in great demand. For the January trade they are showing some very fine lines of square and made-up mufflers. Mocha and kid gloves are also shown in a splendid assortment. For evening dress they have a specialty in white shirts, to retail for \$1; also the latest shapes in white cambric bows.

McINTYRE, SON & CO.

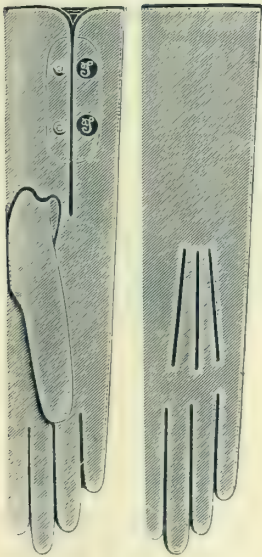
13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

Kid Glove Department

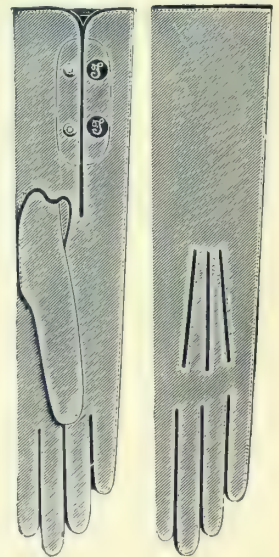


Best made
in France.

Trefousse Gloves

Best sold
in Canada.

*Rouillon
Gloves*



THE Trefousse Glove

is noted for Style, Fit and
Durability.

THE Rouillon Glove

is always reliable.

EVERY PAIR GUARANTEED.

WE ARE SOLE AGENTS FOR CANADA.

Careful attention given to Letter Orders.

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25 COLBORNE STREET.

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Carleton Chambers,
SPARKS STREET.

WINNIPEG:

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH STREET.



FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

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Smallwares

Silks AND Velvets

Linings and
Muslins

Trèfousse
Kid Gloves

Rouillon
Kid Gloves

Careful attention given to Letter Orders.

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25 COLBORNE STREET.

OTTAWA:

SPARKS ST., Carleton Chambers.

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McINTYRE BLOCK.

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Incorporated
1851

... ASSURANCE COMPANY.

Head Office
**Toronto,
Ont.**

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

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Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel



An invitation

*Returned to Cater Rm. 13.1900
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is extended to Canadian Buyers visiting LONDON, to
call and inspect our lines of **ENGLISH TAILOR-MADE**



LADIES' AND CHILDREN'S MANTLES
IMPERIALS, MACINTOSHES, FURS,
MANTLE CLOTHS, ETC., ETC.

Our immense stock combines the best features of English and French Patterns and the immediate delivery of almost all lines can be guaranteed. Illustrated Fashion Plates sent free upon application.

CATER, PLATT & CO., OLD CHANGE, LONDON, ENG.

MANUFACTURERS OF

*All Wool and
Union Finenets.*



Tweed, Serges &c.

A.H. BAIRD,
SECY TREAS

H. STROUD,
MANR

The Paris Wincey Mills Co.
Paris, Ontario

The T. H. Taylor Co.

Limited

MANUFACTURERS
OF

**Ladies' Homespuns, Friezes,
Serges, Mantlings, etc.**

in latest colors, designs and effects.

Etoffes, Flannels, Yarns, etc.

Our **Friezes**, Scarlet and
Cardinal **Serges**
have been good sellers.

WRITE FOR SAMPLES AND PRICES.

Chatham Woolen Mills

CHATHAM, ONT.

Wilson Bros. & Co.

WHOLESALE . . .

*Dry Goods,
Smallwares,
AND
Lumbermen's
Supplies.*

75 QUEEN STREET
OTTAWA, CANADA.

PATENT LOCK STITCH HOSE

For MEN, WOMEN and CHILDREN.

TRADE MARK

10 FOLD KNEES and
6 FOLD ANKLES.



IMPORTANT NOTICE.

Any hose not stamped with
this registered trade mark are
a spurious imitation and not
the genuine lock-stitch.



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WILLIAMS & BELL

MONTREAL

—ASK YOUR WHOLESALE HOUSE FOR THEM—

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The MORTON COMPANY, Limited

Successors to
The AUTOMATIC CHECK BOOK CO'Y.

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260 St. James St.,
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largest variety of Tags and Check Books of any firm in
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OF GREAT BRITAIN AND IRELAND.

An Alphabetical List of Exporters arranged under their individual
towns giving places of shipment and class of goods shipped.

Price 17/6.

37th YEAR OF PUBLICATION.

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ENCLOSED ARC LAMPS



Double Globe Type
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Suitable for interior or
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Genuine .. Celluloid Collars, Cuffs and Shirt Bosoms

ALL FINE, FRESH STOCK.

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B. & C. ERECT FORM CORSET

STRAIGHT-FRONT

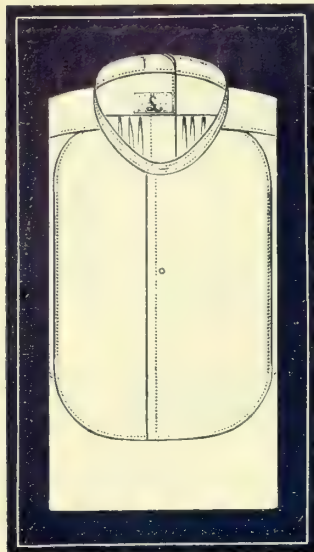
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Brush & Co
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b.1/p. 182.*



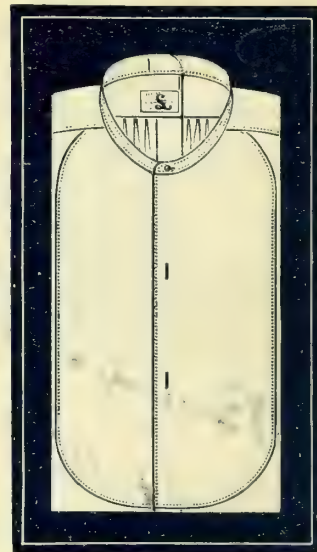
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Orders
Solicited.

Manufactured only
by _____

BRUSH & CO., Toronto.



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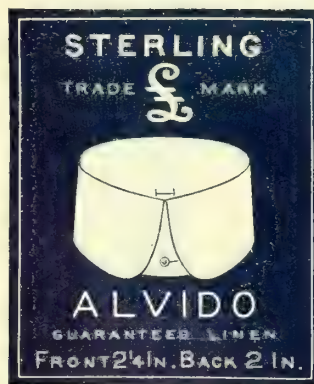
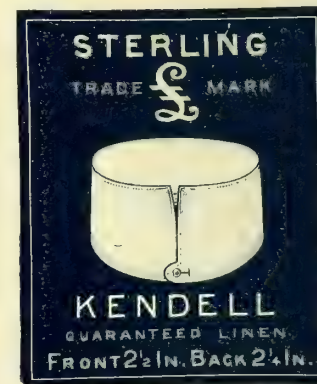
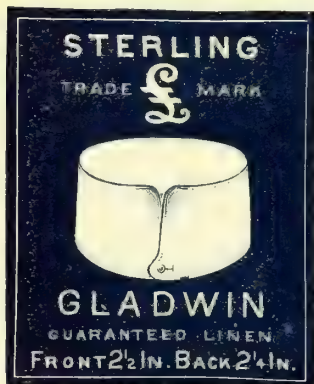


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all 10 cts to W. H. Lonsdale 1/4/01.

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Have Wamsutta Bodies and Heavy 2000 Linen Bosoms

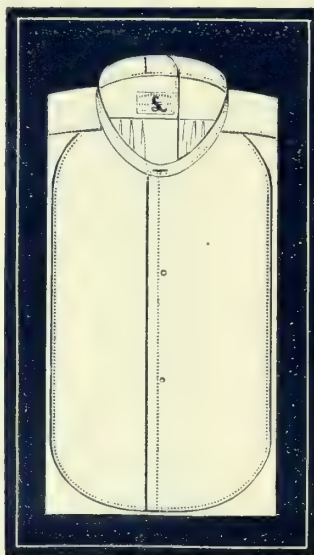


SHIRTS

\$9

PER
DOZEN

5/30-6/10



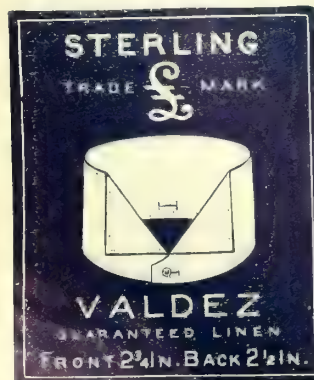
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COLLARS

\$1.10

PER
DOZEN

5/30-6/10



STERLING COLLARS
ARE
WARRANTED Pure Irish Linen

FELLOWS & COMPANY

TROY, NEW YORK.

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, JANUARY, 1901.

THE SPRING TRADE NUMBER.

THIS issue of THE DRY GOODS REVIEW is sent out to the trade with the modest hope that it will prove useful and interesting to its merchant readers all over Canada. It contains, we believe, a number of valuable articles by experienced writers which can be read and digested at leisure, and which cover a wide area in the field of the dry goods and general store trade.

There should be something in its varied table of contents to enlist the attention of everyone. Among the special articles which may be singled out for mention are:

1. A paper on London Shops by a staff writer who was in London during the Summer of 1900 (page 17).
2. A list of Definitions of Trade Names now in general use (page 21).
3. A few ideas regarding the Arrangement of Counters and Goods in salesrooms and stores (page 24).
4. An article on Business Men in the New Canadian Parliament (page 40).
5. Some valuable correspondence from several well-known Canadian merchants on the question of January Trade and Too Early Pushing of Spring Stuff (page 46).
6. A short paper on French Words Employed in the Dry Goods Trade (page 56).
7. An able Interchange of Views by leading retailers on the vexed question of Returning Goods (page 52).
8. Special articles on Spring Colors (page 70), and other

Features of Spring Trade (page 106) will be found in the number.

9. The retail business of the Hudson's Bay Company is the subject of a well written paper with illustrations (pages 112, etc.).

10. Features of Leading Montreal Retail Stores are brought out for the benefit of merchants in other cities and towns (page 62).

Every reader will, we trust, find some useful and paying ideas which he can adapt or apply to his own department or business.

In addition, we have not neglected the regular features of THE REVIEW—The Window-Dressing Department, the Good Advertising, the New York and Winnipeg Letters, the Men's Furnishings, Millinery, Hats, Woollens, etc.

The issue is sent to our readers with Many Happy Returns of the New Year and a Prosperous Opening to the New Century.

MODERN RETAILING.

THE recent visit of a correspondent of THE REVIEW to the large retail stores in Philadelphia and New York has caused him to reflect seriously upon the whole subject of modern store management.

This correspondent, who is a Canadian and is quite familiar with the stores of our own large cities, communicates to us his impressions briefly in these words: "Let any visitor (he says) from Canada go through these large establishments like Lit Brothers' in Philadelphia, or Wanamaker's and Stern Brothers' in New York and certain things impress him at once.

"For instance, he is struck by the demeanor of the clerks, whether men or women. They are obliging, civil and intelligent. Nothing seems to be a trouble to them. They show no weariness with tiresome customers. They appear to recognize that it is a duty to wait upon all kinds of people with the same degree of politeness, but not fussily or with over-civility. They do not impress the visitor as being humble, or as putting on airs—but simply as being business-like and attentive.

"Another characteristic (which is also pursued to advantage in certain large stores in Canada), is the attitude of the store staff toward visitors or casual customers. You go into the store perhaps to see as much as to buy. They do not pester you. You are asked by a floor manager or the clerk nearest to you what you want. On answering that you wish to look about and have no special purchase in view at the moment, you are left to go about as you please. When inquiry is made regarding some particular article then the chance is seized to push goods, but not before.

"It is also noted that the clerks seem quite sincere and candid about the goods they sell. They exhibit a knowledge of the goods, and an anxiety not to deceive that cannot fail to affect favorably the casual customer and give him confidence in the store."

We commend these remarks to the clerks who read THE REVIEW, and who, we have no doubt, follow the same course in dealing with the public.

THE POLICY OF CASH DISCOUNTS.

THE benefits to the retailer, and especially to the retail dry goods merchant, in doing a cash business, especially buying for cash, that is, taking all the cash discounts that can be had, are such that when figured out and applied to the merchants' business it is difficult to understand why it is that so many retailers in all classes of business will insist in keeping up a credit system when they can possibly pay cash.

The discount in the dry goods business may be fairly taken at about four per cent. In a turnover then of, say, \$25,000 per year, there would be \$1,000 for the merchant in discounts. This would cover his living expenses, or it would pay the rent of a first-class business stand and the salary of a first-class manager or salesman. A country merchant doing a general business besides the dry goods could not count upon so large a discount. His groceries would be among the lines that give the smallest discounts, and on these he could count upon about one or one and one-half per cent. The average discount on all his stock would come to about three per cent. or slightly over that. Figuring on the same yearly turnover, \$25,000, which would mean a fair business, the merchant could save \$750 per year on his discounts, which would probably go as far in the country as \$1,000 would in a city.

Apart from the direct gains from discounts, a well-known city merchant says that in his opinion the greatest advantage in doing a cash business is that a great many chances are obtained to bid on "snaps." Some importers may have consignments of goods coming in, the drafts for which are sent on in advance, and the retailers who have a name for always paying cash are called on and offered goods at almost manufacturers' prices. In this way the custom of taking cash discounts regularly amounts indirectly to often more than the discounts themselves. Every opportunity to get goods at special prices is given to the cash retailers, and not to those who do business on the credit system, which is itself a strong reason for taking all possible discounts.

A TAX ON BUSINESS.

As one glaring instance of the asinine things Governments sometimes do, commend us to the new measure in Ontario taxing foreign (that is, outside) incorporated companies doing business in that Province.

No doubt, in its reasonable anxiety to "raise the wind," the Government decided to tax companies not incorporated in Ontario, thinking that a company can more easily pay a tax than an individual, and that concerns outside of Ontario were entitled to less consideration than those whose members and money belonged to that Province. So far, so good—in theory.

Now, mark where the professional politicians (in their ignorance thinking they are following a fair enough line of policy), actually inflict a blow on business, and discriminate against their own Province.

Under the new law, which was passed early in 1900, but which only went into effect two months ago, outside Canadian companies doing Ontario business from an office situated in

Ontario are taxed not less than \$50 a year. If they transact business in Ontario from a point outside Ontario they pay no tax.

Again, a British company sending its travellers out to Canada once or twice a year, can do its Ontario business without paying a tax. If it opens an office in some Ontario city, sends out a resident agent, who, with his family, adds to the wealth and population of the Province, then it pays the tax.

We need not comment upon such legislation. Any merchant can see the stupidity of it for himself.

JANUARY TRADE.

OUR readers will be interested in the discussion on page 46 of this issue with reference to the growing habit of pushing Spring goods in January.

The letters from the prominent retail firms on this subject are evidence of the widespread interest taken in the subject. It is noteworthy also that they all point to the one conclusion, namely, that retail firms should not neglect further sales of heavy goods after the New Year, and that, above all, they should not introduce whitewear sales so early in the year.

We have no doubt that the January whitewear sale idea came here from the United States, where it may suit very well, but it is a poor policy for Canada.

We believe this discussion will do good, as it will draw attention to the sound methods of business pursued by so many old and experienced retail firms.

The subject has become of more importance during the last two or three years, owing to the fact that Winter has been late in coming. Often purchasers have held off buying heavy goods till the New Year was over. The merchants in some localities seemed to act on the theory that sales of heavy goods were about over and plunged into Spring business. This has proved a mistake and a change will be for the better.

AN UNFORTUNATE AFFAIR.

There has been some complaint by English creditors of the delay in realizing on the Army and Navy clothing store estate in Toronto. The liquidator appointed to realize upon and pay out the assets has disappeared, and, apparently, the assets have disappeared with him.

Legal proceedings have been going on for some time to settle this tangled question. A decision has been given in court that the vanished liquidator must pay the costs of the proceedings to remove him from his position as liquidator, so that the estates which were under his control may legally be passed over to other persons.

This decision will be practically of no value to the creditors until the court decides whether the guarantee company is responsible in the sum for which this liquidator was pledged, so that this sum may go towards paying the creditors.

It is on the whole a most unfortunate case; one which very rarely occurs. No one can help feeling that the creditors have been badly used, but to suppose that the disappearance of this man is a common affair in connection with the winding-up of Canadian estates is a grossly unfair assumption.

A \$353,237 YIELD OF GOLD.

THE announcement has just been made that the Caribou Hydraulic Mine in British Columbia, which is run in the Summer only, has been closed for the season, with a total output for 1900 of \$353,237. This is the best season this mine has had, though they had to stop running for 24 days, owing to lack of supplies which were impossible to get in, because of the bad roads. Had it not been for this, the season's results, based on the average, would probably have been \$406,648. Since the company started this property they have recovered altogether \$881,127 worth of gold.

It is particularly gratifying to know that we have a mine in Canada out of which so much gold has come, but a much more satisfactory factor about this company is that, notwithstanding the large profits this year, and in some former years, they have not yet paid one cent in dividends. They could easily do so this year, but the directors say they have no intention of doing so. They have spent nearly \$1,000,000 of actual cash in building reservoirs and channels for carrying water. They have a large surplus and will apparently not have to spend any further large sums in development. There is, therefore, every reason why they should pay a dividend, but we have no doubt that their shareholders will thoroughly approve of their action in not doing so.

We draw attention to this fact because so many mining concerns in Canada have paid dividends before they were sure they had a mine. As no doubt many of our readers are interested in mining, we hope they will follow the Caribou Co.'s example.

There is no doubt there is a great future for mining in Canada, but if companies continue to pay dividends before they have a right to do so, the reputation of the mining and of the country will suffer, at home and abroad, and our reputation is more to us just now than a few dividends. Many business men think that before a mining company is permitted to pay a dividend the law should provide that its affairs be inspected by Government experts.

A BUSINESS PARTY IN PARLIAMENT—WHY NOT?

There is talk of the formation in the British House of Commons of a Commercial Party. A number of M.P.'s in Lancashire approve of the suggestion, and, although the project is young and requires time for growth, we believe it will ultimately succeed.

We hope to see a similar organization spring up in the Canadian House of Commons. It need not interfere with party lines, though even if it did no one would be hurt. Business men on both sides could formally cooperate so as to act together on purely business questions. They could appoint a small sub-committee to watch commercial bills and pilot them safely through the House. This sub-committee, if thought necessary, might have a majority of its members composed of supporters of the Government that happened to be in power at the moment, so that suspicion of its being used for party purposes could be dissipated.

Such an organization would be useful. Our readers will notice in the present issue of THE REVIEW (on page 40) an attempt to analyze the membership of the new House of Commons, in relation to their occupations, and will note that the representation of business men is satisfactorily large.

Why should they not act together on business matters, on a non-party basis, and strengthen the influence of business men on the legislation of the country?

THE MARKETS.

No one can pretend to read the future in prices with absolute accuracy. The most that can be said is in the nature of probabilities, and, while probabilities may be strong, a sudden current could render them of no effect.

Still, one is bound to note what authorities say. One Bradford correspondent, writing to a London trade contemporary, said in December: "The greater part of the supply of really good merino offered at the recent London sales was actually sold, the withdrawn wools being largely of a mixed or inferior order, and, as there is evidence that the amount of merino wool now actually going into consumption is increasing, it seems very unlikely that the prices of these finest colonial wools will show any retrogression." This is important, if events justify it.

In any case we think retail merchants would do well not to let the public think that prices of wool are such as to warrant much cheaper woollen goods. The daily press often, quite innocently, give the impression of a "break" in the market, as if it would immediately to the full extent be felt in Canadian prices. As every merchant knows, this is not so. The local press, if kept well posted by local merchants, can do much to correct popular misapprehensions.

The speculation in raw cotton has sent the price up and down during the past few weeks to an extent which is bewildering to all but close observers. That the market is strong and will remain so is clear. It is hard to see how, if raw material remains in the neighborhood of 9 and 10c., we can expect a break in cottons. The tariff in Canada has a still further steadying influence, because it prevents the dumping of American goods here in any considerable quantities.

INSOLVENCY LEGISLATION.

On all sides the hope is expressed that the coming session of Parliament will see an insolvency law passed. We are not sanguine of this unless the business men in and out of Parliament take up the subject with vigor at once.

A strong deputation should be arranged to go to Ottawa and wait on the Ministers a few days after the beginning of the Session. There is danger that, as the session is to be a short one, the Government may not want to provide the necessary time for discussions on insolvency.

But all the debating could be done in committee, where the whole subject could be thoroughly threshed out. No doubt, Professor Fortin will introduce his Bill again, if given the requisite encouragement.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



*** This department is conducted and prepared by Mr. Edmund Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

AD. CRITICISMS.

C. W. HENDERSHOT, of Kingsville, Ontario, sends us a three column ad for criticism. Its general appearance is fair, though, on further inspection, its typography is faulty. The headlines should be of the same character of type. The main captions are of a different kind to the sub-headings. Size, of course, may differ, but it were better to have leading lines of the same general character.

The critic dislikes the word ladies. Why not women? The Queen of England is but a woman, and so are the whole petticoated race, but are all ladies? Anyway, who can define a lady? What constitutes one? Say women's jackets, women's hose, women's underwear, and leave the word 'lady' to the other fellow—on the principle that "gents" wear "pants," but men wear trousers.

We like the way that the Hendershot ad describes the goods. It's not lacking in information. Full particulars come with all offerings. That's commendable.

Now, to analyze the wording.

"We would like to see you match these tablecloths outside this store for anything near the money." No, you wouldn't. You would be disappointed and disgruntled if they did. You mean you would be greatly surprised if they could. That's quite another thing. Better say just what you mean, although what you intended be ever so clear.

"We think this is the best snap in children's hosiery we have given this season. No doubt about it." First you only thought so, then you deny the possibility for doubting it. Twixt the modest "think" and the autocratic "no doubt" there is too great a gulf. Watch these points.

"Facts are all you care about." How do you know what they care about? Give them facts by all means, but don't limit their capacity, or pose as mind-readers. This reminds me of an ad now running in the New York cable cars, reading thus: "It's a Fowne's glove—that's all you need to know about it." I don't know how that strikes another, but to me it acts like a red rag to a bull. I resent the limitation set to any requirements. What does the Fowne's man know about my conception of a good glove? It arouses my Irish, and I make a mental vow not to buy a Fowne's while there is another make in the market. Is not this point well taken and worth mentioning?

But, to be candid, the closest scrutiny of the entire advertisement fails to develop another vulnerable point. Now, for the other side. The article at the end of the announcement is

good enough to reproduce, and let me say that the man who wrote that is eligible for any advertising chair either in Canada or across the border. The critic was exceptionally struck by it, as we think others will be, and herewith reprints it:

A Revolution in Advertising.

This store has grown to bigness by being known and by having back of the business that clear integrity that wins when mere hurrahs and bustle are forgotten. In very many ways we have revolutionized trade tactics, in nothing more so than in advertising. Printing the news in a plain matter-of-fact way and insisting above everything else on keeping perfect faith with customers is but part of our plan. This column lacks any suggestion of sensation, and the store itself has no use for the people who misrepresent. Good-will is part of this storekeeping and it's a big item. Telling the truth has revolutionized advertising. Hundreds and hundreds of families stand by anything we print, because this "store news" is known to be reliable. Beginning five years ago, this perfect faith has developed into unbounded confidence. Goods are seldom advertised but once and seldom last long after they get into the papers. If that means anything, it shows that this column is generally read and generally believed.

SPECIAL BARGAIN DAY EVERY WEDNESDAY.

C. W. HENDERSHOT.

Grey Flannel, guaranteed
unshrinkable, per yard, 12½c.

Reversible Red and Black
Wrapperettes, per yard, 10c.

McFarland & Co., of Markdale, forward one of their advertisements—a four-columner. It contains a unique novelty. The ad is, in reality, a diagram of the store; each department's specials being also an index to their location. Typographically, however, the ad is far from praiseworthy. Everything is sacrificed to the diagram; nothing stands out. The critic would advise against such attempts at fancy effects. Better set in single or double column in uniform type, but pay more attention to the wording and less to diagram.

"And no matter what competitors say to the contrary." Why introduce competitors? Far better never to mention them. Tell your own story; let them tell theirs. Don't

All Departments are now fully represented by
our Travellers for Spring. ❁ ❁ ❁ ❁ ❁ ❁

1901

The first of a **New Century** finds us more determined than ever to keep this business abreast of the times.

In due course our Travellers will be calling on you to solicit your orders for Spring, and in making this announcement it becomes our pleasant duty to once more thank you for your valued support.

Our range of samples in the following lines is the largest we have ever shown :

Dress Goods

Prints and Gingham

Gent's Furnishings

Blouses

Laces and Embroideries

Hosiery

Lace Curtains

Wrappers

The value, style and variety will be found of special interest, and we have never asked you to look at our samples with as much confidence as we do for this season.

KNOX, MORGAN & CO.

Wholesale Dry Goods.

HAMILTON, ONT.

GOOD ADVERTISING—Continued.

spend printers' ink in allusions to rivals. That's playing their game. Ignore them. If you have to refer to them, be courteous—even complimentary. The public are quick to appreciate a nice spirit and broad policy. Don't say "gents'" furnishings; "men's" is better.

"In splendid assortment and exclusive prices." What kind of prices are those? Are there not two interpretations?

"But simply the result attendant upon our efforts." Why use so many words? Results have a habit of attending. Why not say "The result of our efforts." It saves type, space and money, and reads better. After writing an ad, go over it carefully, and, as Dr. Johnson said to a young author who had submitted an essay for his criticism, "When you come to anything you think particularly fine, strike it out." Generally speaking, wherever you can strike out a word, you gain force, remember that.

Another point. There is too much generalizing and not enough specials. Bargains are trade-bringers and few are exploited in this advertisement. To admire the ingenuity of the diagram idea is one thing, but what about results? Will that innovation induce people to come to your store? We think not. Hold up the magnet of bargains, or, if you prefer, special values. That's the magic wand.

A FEW DEPARTMENT HEADINGS.**Table Appointments.**

Many a dinner table has been made or marred by the table appointments—in china, in silver, in glass. The fastidious housekeeper will devote almost more attention to these equipments, and to the service, than to the food itself. And, nowadays, artistic designs may be had at so low a price as to make it inexcusable to forego them. Our prices on such goods are very low. A few follow:

That Subtle Something Style.

It means more than fashion-plate correctness. It includes the study of each personalty, bringing out all that is good, hiding all that is bad. Making a handsome woman perfect—a plain woman handsome. That is

THE ART OF DRESSMAKING.

We have designers and fitters who fully understand it. Ready now for the Spring season. It might be as well to come in a little ahead of time. We'll be busier after a while.

We Sell

everything necessary to furnish your house from cellar to attic

At Lowest Prices in the Land.**If**

there are exceptional lots to be had, no one is aware of it sooner than we, and no quantities are too great for our taking, if qualities are to our liking and the price sufficiently tempting.

Women Praise Our Hats

by purchasing. They choose and decide with a promptness which compliments us more than words.

Women's Wrappers.

Let the thrifty housekeeper buy stuff for a fine French flannel wrapper. She'd pay like this:

8 yards of flannel at 70c. per yard.....	\$5 60
2 yards of lining at 8c. per yard.....	16
1½ yards of ribbon at 12c. per yard.....	18
Buttons, thread, etc.....	5

\$5 99

But here are wrappers made of just those materials, AND WELL MADE, at \$5 each. She'd actually pay 99c. for the privilege of home-doing AND THROW THE WORK IN.

A TIME FOR EVERYTHING.

Advertisers should not start in with the expectation that what they plant to-day they can reap to-morrow. If so, they will be often disappointed. In advertising, as in the realm of nature, there is a sow time, a hoe time, and a grow time before the stow time, or harvest.

DON'T BE IMPATIENT.

Many an advertisement which doesn't sell a dollar's worth of goods may do many a dollar's worth of good, for it brings customers nearer and nearer to the establishment, and the very next advertisement may bring them in.

TO CONVINCE—BE TRUTHFUL AND IN EARNEST.

To have due influence and attract proper attention, an advertisement should not only please, but convince. That it be interesting enough to compel perusal is important, but the "proof of the pudding" is in the argument. You must be so imbued with the truth and importance of your claims, and so in earnest in their presentation, that they cannot fail of credence and conviction.

WANTED—INDIVIDUALITY.

Be original. If what you say be not new, say it in a new way. Avoid triteness. Be terse. In preparing an advertisement get away from the noise and bustle of the store, and bury yourself in some sequestered nook and just think, think. Seek for inspiration—a catchy headline—a taking phrase. But you say a busy merchant has not time for such deliberation. He has too much on his mind to concentrate his whole faculties on that one problem—the morrow's advertisement. Very well. That brings us to another point.

EMPLOY AN AD-WRITER.

Mr. Merchant, give over this ad-writing to some bright and ambitious employe. Make him responsible for that department, and study the art as he would any other. For, be assured it requires study, as well as practice and experience. You sit down to write an ad, and unbidden thoughts—foreign to your subject—intrude upon your attention. You are thinking of that note coming due to-morrow, or that department which is falling behind, or the unseasonable weather which is hurting trade.

INSPIRATION AT A PREMIUM.

You lack the inspiration. Look around you, pick out somebody with the literary instinct, and to him intrust that task. You will see a new vigor and snap in your announcements,

1901 = SPRING = 1901

W. R. JOHNSTON & CO.

WHOLESALE CLOTHIERS, ✂ TORONTO.

WE SHOW A VERY
COMPLETE LINE . .
OF SPRING OVER-
COATS AND . . .
RAGLANS.

Having succeeded in making favorable contracts, we offer for the Spring Season first-class value in Worsteds, including the Fine Blue and Black Clays, Nos. 8075 and 7715 (numbers cancelled in our Fall range). To our regular numbers we have added a line of Hard Finished Serge which will supply low-priced effective suits, both in Men's and Boys' garments.

Regent Street suits will again have a commanding place, the pronounced feature, however, will be the Carlton Club, the newest London production.

The Tunic suit is somewhat of the Norfolk style, but the useful points of the new military coats have been adopted, making it a practical holiday or sporting suit.

In Children's goods the Russell, Kipling, Bruce, Brighton, Britannic and Cymric, are entirely new, each possessing individuality of its own.

While giving great attention to new styles throughout our entire samples, we have not allowed ourselves to be drawn away from the "Correct." Our productions are, of course, "ready-to-wear," but we have carefully avoided the obviously "ready-made."

As the season opens out we prepare for extra pressure on lines upon which there may be a run. The advantage of being able to repeat by mail is of course obvious, and letter orders have the right of way in all manufacturing emergencies, as we are fully aware that at certain times prompt delivery is the essence of the contract.

W. R. Johnston & Co.

THE RAGLAN IS A
DIFFICULT GARMENT
TO PRODUCE IN . .
PROPER FORM, BUT
OUR TAILORS HAVE
ACHIEVED UN- . . .
DOUBTED SUCCESS.

GOOD ADVERTISING—Continued.

and, our word for it, new results. The young scribe will read and plan and think about advertising. That will be his first thought on rising and his last on retiring. He will become engrossed with his employment. He will be ambitious to excel all rivals. Give him the chance. If of the right sort, the inspiration will follow.

BACK PROMISE BY PERFORMANCE.

Impress this new ad-man of yours with the importance of this point—back promise by performance. Let him fully understand that the very first time you catch him in a deliberate misrepresentation off goes his yellow jacket and peacock feather. No traitor to your interests could do worse than that. Impress that upon him. Whatever else he may or may not be, truthful he must be. Sometimes the whole truth may not be politic or necessary, but never allow him to deceive or misstate. Be politic, or tactful if he will or can, but ever and always earnest and aboveboard.

LIKE A SERIAL STORY.

Tell him that his advertisements should follow a sequence, like a book. Each ad forming a part of the whole as it were. In other words, a serial story—each day a new chapter—to be continued in our next.

UNDERSTAND YOUR SUBJECT.

To write lucidly and convincingly, the ad man should thoroughly understand his subject. Consequently, he should

inspect every article he proposes to describe. Before touching pen or paper, he should visit the different departments or sections whose wares are to be advertised and post himself fully as to their make and merits. Get fully primed with facts, then return the quiet nook, as advised, and cogitate. Then write, but not till then. Before attempting to say anything, be sure you have something to say.

SOME MORE DON'TS.

There is no mystery in the art of advertising. It is not surrounded with any black art or clothed in visions deep and dark. But it does call for that uncommonest faculty—commonsense. What is to be said, say quickly and pointedly; don't beat around the bush. Tell your story in a simple and straightforward manner. Avoid bombast and hifalutin. Use monosyllabic Saxon—the language of a Bunyan, a Bright and a Beecher. Don't be thinking of style; be natural. Write as you would talk.

To be continued in our next.

A BANK FOR CHILDREN A SPLENDID ADVERTISING SCHEME.

A unique scheme for attracting the trade of boys and girls seems that of A. J. Nutting, the leading clothier of Brooklyn, N.Y. Three years ago he started a private banking business, offering to take deposits from children in sums ranging from 10 to 50c., paying four per cent. per annum interest thereon.

In a conversation with the writer as to the outcome of the plan, Mr. Nutting claimed that it had been a grand success.



So many articles in these rooms could be brightened with

Neal's Enamels

THE GENUINE

All you need is a brush, as the Enamel in the can is all ready to apply. There is no mystery or trouble about it. Simply ordinary common sense and a little of your spare time. A few of the many beautiful tints which you can have are:

Nile Green	Snow White	Blue Tint	Pale Primrose
Wild Rose	Sea Green	Ivory	Almond Green
Cream Blue	Oriental Blue	Silver Gray	Oak Brown
Flesh Tint	Gobelin	Vermilion	Apple Green
Brilliant Blue	Our Booklet, "Enamels and Enamelings," sent free.		
Dept. B,	Acme		
White Lead & Color Works,			
Detroit, Mich.			

THE KIND THAT'S ADVERTISED

NEAL'S ENAMELS

SNOW WHITE



MELLIN'S FOOD

Here is the picture of a beautiful Mellin's Food boy, the son of a prominent physician. Mellin's Food children are famous as representatives of the type of perfect childhood. How often you hear a healthy, bright baby called a "Mellin's Food baby." It is a common remark and a compliment of which we are justly proud. Then, give YOUR baby Mellin's Food. It will nourish him, give him health and strength and bring him up into perfect childhood.

We will send you a free sample of Mellin's Food if you wish.

MELLIN'S FOOD COMPANY.
BOSTON, MASS.



The Famous ARLINGTON HOTEL, Hot Springs, Ark., where BLANCKE'S FAUST BLEND COFFEE is served.

Coffee Fame.

Some hotels are famous for the coffee they serve. Good coffee is the climax of a well-ordered breakfast or dinner; bad coffee is inexcusable anywhere. The famous blend of a famous coffee expert, Mr. C. F. Blancke, is known as

Blancke's Faust Blend Coffee

is always fine and always the same. The mixture of coffees which compose this brand is blended by taste, not by weight. Mr. C. F. Blancke knows the secret; you will enjoy the results. The best coffee is cheap enough. Poor coffee is dearest—figure the difference per cup in price or in satisfaction.

A 1 lb. can of your choice \$1.30, or of us, per pound, if he will not supply you. Satisfaction on every can.

C. F. BLANCKE & CO., St. Louis, Mo.

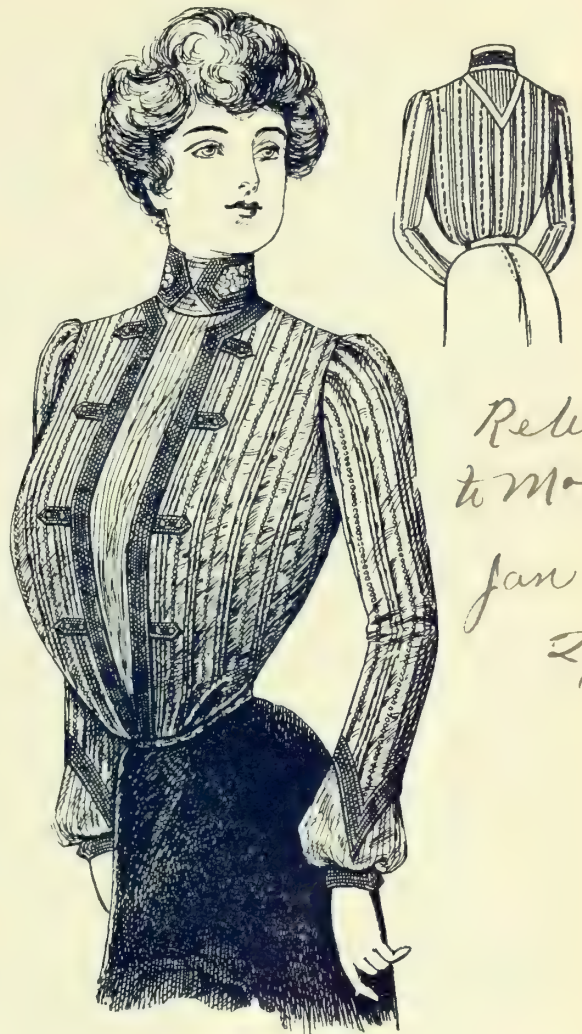
Blancke's Faust Blend is also used in Faust Cafe, St. Louis, Grand Pacific, Chicago; Shelden Hotel, Pittsburgh; Hotel Puster, Milwaukee; Arlington, Hot Springs, Ark.; Russell House, Detroit.

TWO OF THE
VERY LATEST

Designs for Spring 1901

Our travellers will start out the first week in January with a full range of samples. It will pay every merchant to inspect them.

We are showing the new styles earlier than the New York houses, and can sell you the same goods for 40 per cent. less than it costs to import.



*Returned
to Mott. Off.
Jan. 19, 1901
2/22.*

If our Traveller does not call on you, drop us a card and we will send on samples.

◆◆◆◆◆

The American Silk Waist Mfg. Co.,

323 St. James Street,

. . . MONTREAL.

PROMPT ATTENTION TO
LETTER ORDERS.

GOOD ADVERTISING—Continued.

The object, he stated, was two fold. First, to attract the trade of the boys and, incidentally, the parents; secondly, to inculcate and encourage habits of saving and thrift.

But let me relate his experience in his own words.

"The first announcement of our purpose," said Mr. Nutting, "resulted in the opening of 200 accounts. Each child is usually accompanied by one parent or both, and the very coming to the store serves to attach them to it, as folks naturally become fond of places they frequently visit.

"When the scheme first suggested itself to me," continued Mr. Nutting, "I wrote the State Superintendent of Banking for information. He replied that if I wanted to open a bank I would be required to deposit \$100,000 security with the Government, but, that if I merely wished to advertise as a banker—a distinction, it appears, with a difference—I could do so without any guarantee. It was imperative, however, that no conditions be attached to withdrawal of deposits, interest also being payable on demand.

"To encourage deposits we offer 12 prizes, payable in gold. These are awarded on Christmas eve and go to boys making largest deposits during the year. The first three prizes are \$10 each, then there are two at \$5 and seven at \$2.50 each. The element of competition thus injected adds not a little to the interest and to the sum total of deposits.

"We have now on our books over 2,000 depositors. The smallest amount is 10c., which was credited by us to a lad in common with all original depositors. He is the only one who has not added to his hoard. He seems content to bury his talent. As against this, one boy has worked his account up to \$800, and allows even the interest to accumulate. A newsboy opened an account in January last with 25c., and, by small but frequent deposits, has to-day over \$50 to his credit.

"Many parents encourage their sons to deposit small sums with us, and when the amount reaches \$3 or thereabout, bring them to buy a suit or overcoat. In this way the boys feel as if they had paid for their own clothing, and in reality have, for did they not save little sums that otherwise would have been fritted away on frivolous objects?"

"Another advantage from our standpoint is this: The boys will some day be men; being accustomed to buy of us now, they will likely continue doing so then. Moreover, we have the names and addresses of 2,000 children and their parents. This gives us a great advantage, as we circularize them whenever anything interesting looms up. The scheme is eminently practicable and an unqualified success."

Silk Velvets.
Choice evening colorings.
Worth 1.25
79c.

Neck Ruchings.
Comprising many styles and all colors, value 25 to 50c.
9c.

House Gowns.
In fancy striped and plain Periwinkle cloth, heart-shaped robe worth \$2.
1.28

Children's Dresses.
Of French 7-8 years, 4 to 12, hand sewed from wool, worth 90c.
58c.

THE NEW STORE.

Zeimer & Co

SPECIAL FOR 10-DAY

Ladies' Swiss Ribbed Vests

10c.
worth 40c.

China Silks.
In many new Easies and Colorings.
Worth 60c.
29c.

Ladies' Vests.
Jeweled fitting flatterings Vests, Silk Ribbed on neck and sleeves.
Worth double.
19c.

Black Dress Goods.
Cashmere stripes, 40 to wide.
Worth 65c.
49c.

Stationery.
Comprising Paper and Envelopes, neatly bound.
Worth 20c.
8c.

This illustration represents one of the several bulletins in front of our store, upon which we give notice to the public as to what "Special Bargains" we are daily offering.

We allow no house to undersell us in RELIABLE PRODUCTIONS at any time. The values quoted below are worthy of your close attention and an early inspection.

A Model Display Advertisement.

Mr. Nutting modestly lays no claim to patent rights, and would not be averse to giving any further particulars there anent to any Canadian merchant who reads this and is sufficiently interested to write him requesting it.

The critic knows that this plan has added largely to Mr. Nutting's business, and is one that can be unqualifiedly commended. The only prime essential, of course, is unquestioned financial standing. That assured, the scheme cannot fail of immediate and gratifying results.

SUGGESTED CAPTIONS.

A now or never chance.

It's the way we buy the goods.

Maximum value at minimum price.

Intelligent comparison brings business here.

Come and look. The freedom of the store to you!

If saving counts the same as gathering,
this should interest.

The time never was when so little money could buy so much.

THEY ARE DEAR DOLLARS

that go into a storekeeper's till at the cost of the shopper's satisfaction, which no firm realize more than we.

The Wanamaker store.**The Easy Store to Shop In**

You know the other kind—You've suffered the tedious waiting—the running hither and thither by misdirection to find goods—the uncertainty of where elevators can be found—the disappointment in getting goods wanted, after all.

Part of the convenience of Wanamaker's is due to the brains of that master-merchant, A. T. Stewart, who planned and built this store that is so easy to get around in—where doors and elevators are as easy to locate as the four points of the compass.

For the rest, thank the Wanamaker system—the store education that makes every employe a bureau of store information. (Excepting, of course, the newcomers who are constantly being added to our force.) The scientific arrangement of stocks which years of watchful experience have grouped most nearly to perfection. "Most nearly to perfection," because Wanamaker's grows—each day some error is eradicated. No position is ever perfect to the restless energy that is here constantly reaching forward for store betterment and more perfect service. But if not altogether perfect by the high Wanamaker standard, it is more nearly so than any other store we know.

There are no comforts or facilities in other stores that are not here—there are many here that are unknown elsewhere.

Wanamaker's is easiest to buy in; surest to satisfy, and always safe in both quality and price. It is much more; but this would be enough.

The above is worthy of framing—to be hung in every advertiser's sanctum.

OUR NEW BUILDING

Returned to Nerlich & Co

2/1/01. D.I./191



opposite the Union Station, Front Street West, has just been completed, and we will have our stock removed within a few days. With doubled floor space and all modern warehouse improvements we can promise our patrons largely increased ranges in all lines, and assure prompt and careful attention to orders.

For Spring Trade.



Our travellers are starting out with complete lines of Spring and Summer goods, including :

TOPS,	BASEBALL,	CHINA,
MARBLES, ALLIES,	TENNIS,	GLASSWARE,
SKIPPING ROPES,	LACROSSE GOODS,	SUNDRIES.

Special Spring Toys and Notions.

Souvenir Goods of every Description.

Our Import Samples



are on the way and will be in our travellers' hands by Feb. 1st.

ALBUMS,	COMPANIONS,	CLOCKS,
PHOTO FRAMES,	WORK BOXES,	BRONZE GOODS,
FANCY MIRRORS,	WRITING DESKS	FRENCH and
ATOMIZERS,	POCKET BOOKS,	JAP CHINA.

Novelties in China, Metal, Celluloid and Plush.

Nerlich & Co.

TORONTO.

Features of the Spring Trade.

A LARGE trade was done in umbrellas and parasols during the holiday rush, but there were no striking changes shown in the popular taste. The bulk of the umbrellas put upon the market for Spring will again be the Prince of Wales' hook or the opera bend. Men still want something they can carry over their arm, and, though they are ageing, these styles continue to be regarded as stylish, for they fill the bill. Gun metal is considered the correct thing for a handle, but its value is too high for the ordinary customer. Silver trimming makes the popular article on the market. Many manufacturers are showing quite a number of horn handles in the natural dress and in the new colored shades, including olive green, reds and greens; these give a very tasty effect. In low lines, natural congous, silver-trimmed, are the most serviceable.

In ladies' goods, china handles are the favorites in fine umbrellas, but, of course, the careful person will not buy a breakable article. Gun metals are also stylish with those who will appreciate them. Colored horn comes next; some handles are louder than others; some are trimmed with metal, some plain; striped and dotted effects are also shown. Pearl handles, silver-trimmed, are favorites as ever. A neat thing has been shown in clear celluloid topped with metal. In cheap machine carved handles, the most fashionable color is in green, if not too loud. In ladies' handles there is a tendency to the straight stick mounted with a ball or trimmed with gold or silver or gun metal.

During the last few months ribbons have been rather a drug on the market, velvet and taffeta being the only grades selling at all well. At the present time velvet ribbons are in the best demand, but we have heard that there are Canadian houses that are cancelling some repeat orders that they had made for velvet ribbons, thinking that the big demand for them is about over. No doubt they will sell yet to some extent, but the taffeta in fancy glaze effects bids fair to take any prominence that ribbons will be allowed in next Spring's trade, while tinsel braid and cord and lace trimming will displace it to no small extent. It rests with the dealers to be wary in their purchases of ribbons. Of course, baby ribbon will be in strong demand in the Spring, there being many loopholes left in the laces for baby ribbon employment. Neck ribbon No. 9, $1\frac{1}{4}$ and $1\frac{1}{2}$ in. sizes, in fancy stripes and bright taffeta of glaze effect, will be an important feature in the trade.

So far as can be judged, next Spring will be a great season for dress trimmings. The tendency seems to be towards an expensive class of goods. Laces will, of course, be paramount, but will not have the field to themselves. Tinsel braids, both plain and Russian, are now on the market, and tinsel cords are also being stocked. How long the gold and tinsel craze will continue is problematical, and these goods are being bought moderately lightly. Jet trimmings continue in favor both in colored goods and those mixed with gold. Sequin trimming, a combination of black and moonstone sequins, is as new as anything; it is selling at 75c. to \$1 per yard.

The popularity of lace will reach its zenith next Spring, and wholesalers, in anticipation of a phenomenal demand, are laying in large stocks, in insertions, edgings, galloons, all-over nets and embroideries of all makes. Many novelties in wide ranges of these goods are being shown. Embroideries in Swiss goods, both with and without tinsel mixtures, will be much used in the higher class of trade; they are shown from narrow edgings up, at prices ranging from 35c. to \$2 50 per yard. The cheapest line of laces is the Nottingham range. These are shown in all-overs in guipure designs and combinations, from 8 in. up, at 18c. per yard and higher. There are many popular lines in torchon laces. The "tru tru" effect in all the guipure and valenciennes laces is very noticeable, and amounts almost to a fad. Some beautiful lace insertions and all-overs on lisse and net are being shown for the highest class trade; these come with gilt woven in; the all-overs are worth \$2 25 to \$2 50 per yard, and the insertions 45, 65, 75c., etc., per yard. Quite a demand is springing up for Brussels and pointe d'esprit nets; chiffons in 42, 44 and 46 in. are also found good stock. All this makes up a wide range of trimmings.

A new line of goods that every retail dry goods merchant will have to take up for the Spring is the lace collar or collar-ette. Many novelties are being shown in Europe and in England they are very fashionable, ladies going even to the extent of wearing them outside the coat. They are not cheap affairs and in a wholesale way do not sell much below \$9 per dozen, while some go as high as \$6 each. The sailor pattern is the favorite in England, but it is doubtful whether this shape will take here. If we were to give an opinion as to the best shape for Canada we should say that the semi-bolero ought to prove the most popular. It comes in a long front which can be drawn up under the arms or brought down to a point in front. There are Swiss embroidered collars, Plauen lace collars, renaissance lace collars, and point de Venice collars, making up a varied assortment. They are brought out in black, white, ivory and a light butter color, called the Paris shape. Tinsel also figures in their make-up, which is a combination of lace, cord, braid and chiffon. Tinsel semi-boleros are moderately fine, selling wholesale at \$2 50. The cheaper grades are made of a combination of silk and chiffon. One style particularly pretty is of silk cord, lace and chiffon with sailor back and revers. Altogether, a great deal of beauty is displayed in the collars, and the drygoodsman ought to handle them with a deal of pleasure. Among the newest European novelties for Spring is the twentieth century bolero jacket in silk and lace. The silk variety are covered with sequins. The lace jackets are brought out in the light ecru shades, which display lace to the best and richest effect; they are made both in the heavy guipure and plauen lace styles and in handsome embroidered effects over fine Brussels net.

The bolero effect has caused a demand for other novelties to be worn in conjunction. To this end half-sleeves, made of fancy brilliants and crepe de chine, have been introduced. These are entirely new and should be received with favor. Muslins will enjoy a large sale next season in the light

Dress Your Window in Up-to-date Style

By using our Counter Show Cases, Triplicate Mirrors, Glove Displayer, Dress Goods and Silk Stand, Mantle Racks, Haberdasher Frame, Hat and Shoe Stands, etc., you can display your goods to best advantage.

see Feb. issue



WRITE
FOR OUR
NEW CATALOGUE.

Fine
Wax
Figures
from
\$17.00 up
including
½ Bust.



We carry a large
assortment of Artificial
Flowers, Palms,
Plants, etc.

WHOLESALE
ONLY.

DELFOSSSE & CO.,

Importers and Manufacturers,
1782 Notre Dame Street,

MONTREAL.

The _____
World-Renowned

“OXFORD”

CAMBRIC AND LONG CLOTH
UNDERCLOTHING.

Write for Samples and Price List.)



“Oxford” Underclothing



TRADE MARK



“Oxford” Underclothing

MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

FEATURES OF SPRING TRADE—Continued.

white goods. Fancy goods will be the favorites and the range of styles varied by laced and lapped effects is quite extensive.

Muslins. Webby open-work lace effects are probably the most attractive articles on the market at the moment. A mercerized lapped design in a muslin ground is taking well, and black muslins in lapped and lace effects are proving no drug. A white organdie muslin with colored silk fancy stripes and checks is considered a very high-class grade of stuff, selling at 80c. to \$1 per yard; the silk mixtures are of different colors, including purples, blues and pinks.

A novelty in dress goods is cut figures in black; ground is crepon and the cut figures give a spotted plush or velvet effect. High-finished mercerized sateen in foulard silk designs is being worn much in England and is coming here in a big range. Silk mixtures in any shape or form appear to be good. A nice line of good 75 and 85c. dress goods is shown in a plain mohair ground in blacks and navies bearing detached swivel figures. Cashmeres in blacks, crushed strawberry and greys and fawns will sell. Serges will also be good stock in the same colors. The tendency toward plain goods seem to be as strong as ever.

We doubt whether the Canadian houses have ever shown a wider range of novelties than they have on display for next Spring. One just imported is a German silk and chenille ruff with long tails of heavy silk chenille cord coming to the bottom of the dress in front; it comes in plain black and in combination of white and black, selling at about \$4 25. A silk chiffon ruff with short chenille tails, based on the same idea, is worth \$1. A

medium article is shown, with ruff of silk chiffon and chenille, three-quarter length tails, selling at \$2. We have also seen these chenille and feather-tipped ruffs with no chenille tails, tie strings being the only ornament additional to the ruff.

In belts, patent leather trimmed seem to be having the best sale, but suede belts, in greys and fawns, shaped and straight, narrowing to the front and leather lined are suiting the best trade.

Battenburg braid trimmings in white and butter color are quite a feature for evening and Spring wear. These goods can be had from \$6 to \$12 per dozen, put up in short ends of 12 yards.

Shetland gloss is meeting with great success. An enterprising house are putting up a very tasty effect; each skein is guaranteed to weigh one ounce; is wrapped in tissue paper and the wool put in a handsome 1-lb box. It can be had in white, three shades of pink, two shades of blue, two shades of mauve, purple, Nile green, yellow, black and light and dark cardinal.

The latest style of hose supporters to be attached to the front of the corset seem to have come to stay, for quite a few are selling.

In high-grade neckwear there is a call for stock collars in satin and tinsel combinations, and satin and velvet combinations.

All-over embroidered silks, in blouse lengths, are a pretty and convenient novelty in Kyle, Cheesebrough & Co's collection for Spring. Cut-bead chatelaine bags and finger purses, so much seen in Europe, are also among their samples.

The
OLDEST and
ORIGINAL
CORD,
FRINGE
and
TASSEL
WORKS
in the
DOMINION
is still at
12
St. Peter St.,
MONTREAL.

OUR MOTTO

throughout

The 20th Century

will be the same as in the past:



Among the lines we make are
the following:

BARREL **B**RAIDS
BUTTONS **G**IMPS
CORDS **F**RINGES
CHENILLE **T**ASSELS

{ Get our revised prices before
placing your orders. }

MOULTON
& CO.

R. B. Hutchison & Co.

JOBBER IN WOOLLENS,

30 Wellington St. W., TORONTO.

A Fine Stock of

Canadian Tweeds

in 6/4 Suitings and 3/4 Trouserings.

Overcoatings and
Suitings

in Vicunas, Beavers, Cheviots,
Serges, Black and Blue Worsted
Twills, both in Foreign and Domes-
tic makes.

ALL AT JOB PRICES.

Send for Samples and Compare Values.

ESTABLISHED

... 1859 ...



*Returned to
A. H. Louais
2/1/01
1/198.*

Quality, finish and prices have made for us the reputation of being the best makers of Knitted Underwear in Canada, and, having earned it, we are going to keep it up with

Turnbull's Full-Fashioned and Perfect-Fitting Ribbed Underwear.

Ladies' and Men's Spring Underwear—in Silk, Cashmere, Merino and All-Wool.

Perfect-Fitting Ribbed Vests and Drawers—in Ladies', Men's, Children's, Infants' and Boys'.

Union Suits—Ladies' and Children's.

Black Tights—Ladies' and Children's.

Sweaters, Jerseys—Striped, Fancy and Plain.

Children's Overalls—White and Colors.

**All our Full-Fashioned Goods
Have this Tab sewn on** 

**WARRANTED
TURNBULL'S.**

Any Size in Men's Full-Fashioned Shirts and Drawers from 34 to 50 Inches.

THE C. TURNBULL CO. of Galt,

LIMITED

GOULDING & CO.,
27 Wellington St. West, Toronto.

JOSEPH W. WEY,
7 Bastion Square, Victoria, B.C.

THE CANADIAN DRESS CHART.

JANUARY, 1901.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at wed- dings.	Fancy shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Fancy, of fashion- able shades.
Gloves.	White or grey suede at wed- dings, tan on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

SPECIAL

Ask the Trade for

COLONIAL "NOVELTY QUILTINGS"

36 in.

Double Fold Fancy Foulard

UP-TO-DATE DESIGNS.

**The Colonial
Bleaching and
Printing Co.**

MONTREAL.

LIMITED

"The Honourable The Hudson's Bay Company."

A Great Business Concern and Its Retail Department in Particular.



HE romance of trade is a trite saying in British ears. The history of the Empire is very largely the history of great commercial enterprises. For full 200 years "The Governor and Company of Adventurers of England Trading into Hudson Bay," "Rupert's Land," "The Fur Country," "The Chief Factor," "Hudson Bay," have been phrases

for writers of fiction and historians to conjure with.

A Business That Started in 1670.

All over the Dominion of Canada, from busy metropolitan and cosmopolitan Montreal to the wildest regions of Labrador or the Slave and Mackenzie River country, travelers come upon buildings over which float the Union Jack with the letters "H B.C." in white just below the "Jack," and know that it stands for British pluck, enterprise and fair dealing. When King Charles II. in 1670 granted a charter for fur trading to his cousin, Prince Rupert, and a few chosen friends, he builded better than he knew and laid broad and deep the foundations of more enterprises than his pleasure-loving soul ever dreamed of. It is not the object of this article to furnish a history of The Hudson's Bay Company—that is to be found in such recent volumes as "The Great Company," by Beckles Willson, and "The Remarkable History of The Hudson's Bay Company," by Prof. George Bryce, M.A., LL.D.—but merely to give a sketch sufficient to convey to the readers of THE REVIEW an idea of the extent and influence of this factor in the development of the Canadian West.

Furs.

The primary business of the company was fur trading. By the original charter they enjoyed the exclusive privilege of trading in "Rupert's Land," then embracing all the lands drained by the rivers flowing into Hudson Bay and its tributaries, and to-day the posts of the company stretch from the shores of Labrador to the boundary line between Alaska and British Columbia, and from the 49th parallel to the Arctic Sea. Fur trading is still, and, no doubt, will always remain, one of the great industries of the company, as much of the territory covered by their posts is not suitable for settlement. In 1870, when the country was ceded to the Dominion of Canada, the company, from having a monopoly of all trade, came into direct competition with traders from almost all over the world who flocked into the newly-opened country. The old order had to change, and it says much for the system and organization and the tact of the men in charge at this period that such radical changes were possible without causing the disruption of the company.

There must have been great difficulties for a time, as many of the older officers and servants of the company not unnaturally opposed the new arrangement. However, time, tact and patience overcame all difficulties and "The Governor and Company of Adventurers of England Trading into

Hudson Bay" became a regular trading company, and the owners of one-twentieth of all the arable land in the great extent of territory formerly occupied by them either through their charter or under special licenses. The selection of the land allowance, as the country was surveyed, occupied much time and attention and, in fact, might have been considered occupation for a great corporation or land company, but has been, and still is, operated merely as one of the adjuncts of the company's business.

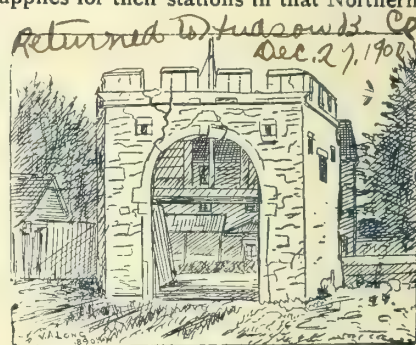
Features of the Present System.

The present system under which the company operates is a wonderful blending of the old and the new. The company's ships still make an annual voyage from London to Hudson Bay with the year's supplies for their stations in that Northern sea, and the vessels of the company from their peculiar type, built of oak as of old, and strengthened to resist the ice floes of the straits are perhaps as well known "on the river" to-day as they were 200 years ago, but the great bulk of the goods now

come to Winnipeg by lake and are distributed from there. Files of invoices for incoming and outgoing shipments form a splendid study in contrasts. Incoming invoices bear such names as Havana, China, Japan, Berlin, London; in fact, all the great markets of the world. Outgoing invoices are perhaps addressed to Fiji, Sydney, Alaska, or to such posts as Battleford, Biscotassing, Calgary, Edmonton, Fort Frances, Fort William, Glenora, Kamloops, Pincher Creek, Fort Simpson, Cumberland House, Victoria, Vancouver, Dawson City, Dunvagan, Athabasca Landing. Formerly the lake and river carrying was all done in "York" boats, but now the company own a fleet of large steamers that ply on the Saskatchewan, Athabasca, Slave, Mackenzie, Skeena, and Stikine rivers. Of course, small boats are still used on waters not navigable by larger craft. The accompanying illustration shows graphically what it means to haul one of these boats up the Grand Rapids of the Athabasca, its cargo having been unloaded and "packed" over the portage on the backs of the voyageurs.

Packing Goods for the North.

The packing of goods for this mode of transport is an art in itself, and a visit to the great packing-rooms of the Winnipeg establishment is a sight not soon forgotten. The piles of goods set apart for each order are in themselves a study, recalling somewhat vividly Ballantyne's description of trading in a Hudson Bay post, which delighted the schoolchildren of the passing generation. You learn from these heaps that the "shirt waist" is, for instance, as necessary to the happiness of the women of Fort Dunvagen, in the shadow of the Rockies, as it is to the belles of New York. Every box, bale



Fort Garry Gate.

1194



1901

The Spring Line of
Gale Mfg. Co'y's
Shirt Waists

is now ready for
the inspection of the
trade.

Wrappers, Whitewear,
Summer Dress Skirts.

FACTORY and SHOWROOMS:

14, 16, 18, 20, 22 and 24 MINCING LANE,

TORONTO.

THE HUDSON'S BAY COMPANY—Continued.

or package is put up with a view to as few angles or irregularities of outline as possible, and is then securely sewed in strong canvas and finally hooped with iron. Thus packed goods arrive at the most remote destination in the Yukon in as good condition as when they left Winnipeg. Speaking of the Yukon, it is worthy of note that of all houses competing for trade at the time of the rush to that country The Hudson's Bay are stated to have furnished by far the largest number of outfits. Long trading has made them adepts at the business and they seem to be able to get more goods into less space than anyone else.

Milling.

This important industry has not been overlooked, and the company have two mills, one at Winnipeg, just at the junction of the Red and Assiniboine rivers, and another at Prince Albert with a capacity of several hundred barrels a day. The output of the company's Winnipeg mill is recognized as one of the best grades of flour in Canada.

Advertising.

Having for so long enjoyed a monopoly of trade The Hudson's Bay Company were somewhat slow to see the necessity for, and advantage of advertising, but once taken up, this department has been reduced to a science, and there are no more extensive and persistent retail advertisers in the country.

Consideration of Competitors and Employees.

With such enormous capital at their command the company might have done many things to harass and annoy smaller traders, but "live and let live" would appear to be their motto, for they have never been known to cut prices or resort to any of the devices whereby the wealthy merchant seeks to crush his poorer rival. The company was also the

first to introduce the early-closing system, having invariably closed their retail stores at 6 p.m. five nights a week and 9 p.m. Saturdays.

Lord Strathcona and Mount Royal.

The success of the company under the new regime is very largely due to the foresight, energy and tact of one man—Donald A. Smith, Lord Strathcona and Mount Royal, High Commissioner for Canada, and Governor of The Hudson's Bay Company. From a clerk's stool in a remote post on the rocky shores of Labrador to the Governor's chair and the highest office abroad in the gift of his country is a great promotion, but it is none too rich a reward for a man whose whole career has tended so surely to the best interests of the country at large. When, as Donald A. Smith, he tackled and straightened out the difficulties of the first Riel Rebellion, he earned Canada's lasting gratitude and as the years have rolled his magnificent gifts to educational and benevolent enterprises, as well as his share in securing the highway from ocean to ocean, have added to the debt, until last year he crowned all by the gift of a regiment of the sturdy sons of the West to the service of the Empire. It is interesting to glance at the portraits of the first Governor of the company and the present one. Prince Rupert, be-wigged and be-ruffled, the dashing soldier, caring for nothing but his own interests—Lord Strathcona, strong, shrewd, genial, preeminently the man to deal with "enterprises of great pith and moment" and bring them to an issue in the best interests of an Empire that has never had a more loyal son.

Winnipeg Stores.

The head office of the company is "Hudson's Bay House," at the corner of Leadenhall and Lime streets, London, Eng., but for all purposes of trade the headquarters of the company are in Winnipeg.

Although "Upper Fort Garry," as Winnipeg was originally called, was by no means one of the earliest forts or posts, it

Returned to Hud. B. Co. 1/194



Millinery Department—Hudson's Bay Co.'s Winnipeg Establishment.

Cash's Ruffled Frillings

Manufactured by

J. & J. CASH, Ltd., COVENTRY, ENGLAND.

For Trimming Ladies' and Children's Underclothing, Pillow Cases, Sheets, American Spreads, &c., &c.

The whole of the prices of our RUFFLED FRILLINGS have been reduced 10 per cent.

This makes our Ruffled Frillings the cheapest make upon the market when quality and price are taken into consideration.



"The Queen" says:

"Cash's Frillings have long been a household word, and many a busy housemistress has felt grateful for the time and labour it has saved her."

"Gentlewoman" says:

"This firm (J & J. Cash, Limited) has a world-wide and most justly deserved reputation for the excellence and effective elegance of their trimmings."

As there are now imitations of these Frillings on the market, drapers should see that they bear our Name and Trade Mark, without which none are genuine.

ALL GOODS ARE WARRANTED FULL MEASURE.

NEW YORK ADDRESS: 66 Grand Street.

W.C. London. Eng. 2/39.



The Hudson's Bay Company's Winnipeg Establishment.



Interior of Carpet Department—Hudson's Bay Company's Winnipeg Establishment.

Returned to Hudson Bay Co. 27/12/00 1/194



Do You Ask . . .

*What's in a
Name?*

There's a good deal represented
in the name of

P. C. CORSETS



— BECAUSE —

When you sell or recommend them they are sure to meet with approval as every detail in their "make-up" is **Perfect**.

— THEIR —

Appearance, Material, Shape, Attractiveness are the most prominent trade-winning features in our various makes.

We would particularly draw your attention to our "**EMPIRE**" and "**FLORA**" Brands with their **Patent Safety Pockets**. They sell on sight. **Why?** Because they are "**Pre-eminent**" in every sense of the word. Send for full particulars. Orders promptly attended to. Give our travellers a look over.

PARISIAN CORSET CO., = Quebec, Que.

P. S.—The increasing demand for our corsets proves beyond all doubt their immense popularity.

WREYFORD & CO.

Wholesale Men's Furnishers

SEASONABLE LINES IN STOCK.

ROMAIN BUILDING, **TORONTO**

English Dress Shirts.

Celebrated "Facile" Brand \$12.00 doz. Fresh delivery—round Cuffs.

Pyjama Suits.

Ceylon, at \$15.75, \$19.00, \$25.00.

Silk, at \$37.50.

The Best Line of

Dress Suit Cases in Canada.

SEND FOR PRICE LIST AND SAMPLE.

DOMINION AGENTS FOR:

TRESS & CO.,
London, Eng.

—High-Class—

HATS AND CAPS.

Spring samples received. Latest
English and New York shapes.
Silks, Felts and Straws.

Our 1901 Spring Silk Hat by mail this week.

YOUNG & ROCHESTER

LONDON and LONDONDERRY.

**Manufacturers of Shirts,
Collars, Neckwear, Dress-
ing Gowns, Pyjamas, Etc.**

Full ranges for Spring, 1901,
now ready.

Special ranges Flannel Outing Suits.

If you will not be in Toronto, arrange for our tra-
vellers to call on you. Or when in London call at 3
Love Lane, Wood St., London, E.C.

**DR. JAEGER'S SANITARY
WOOLEN UNDERWEAR.**

For Gentlemen,
Ladies and Children.



For 15 years the STANDARD
OF THE WORLD.

For 5 years steadily growing
in favor in Canada.

UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OF-
FERED TO THE TRADE.

If no agent in your town write us

We do your Advertising and supply Retail Price Lists.

THE HUDSON'S BAY COMPANY—Continued.

appears to have been, from its first establishment in 1893, a very important place. The site at the junction of the Assiniboine and Red rivers was a strategic position capable of easy defence, in times when defence was a matter of daily, if not hourly, importance. Of the great stone wall, with its towers, bastions and portholes, nothing now remains but the northwest or main gate, which is preserved as an interesting historic relic, the land surrounding it having been presented by the company to the city for a park. Part of the original wall ran across what is now Main street, and the whole was of such



H. B. Boats Leaving Athabasca Landing for the North.

solid masonry that dynamite was required to loosen the stones when it was removed in 1882. The erection of the present stores and offices was commenced in 1881, and in those days building materials were expensive. The handsome St. Louis red bricks used in its construction are said to have cost \$75 per 1,000.

The buildings then erected have been added to until the company now occupies the whole of the great block shown in the illustration (page 116). The frontage on Main street is 150 feet. Of this frontage, 100 feet has a depth of 250 feet, and the remaining 50 a depth of 125 feet. The building is three storeys and basement, thus giving a floor space of 125,000 square feet. The situation being at the corner of Main street and York avenue, and the major portion of the building extending through to Garry, entrance is had from three streets. The lane allowance, opening from York avenue, is an immense arched driveway reaching up to the first storey, the second and third being built over the arch. All the receiving and shipping is done from this driveway, and it is nothing unusual to see five or six of the great drays of the cartage companies awaiting their turn to load or unload. The entire space from Main street to this driveway, 150 x 125 feet and three storeys high, is devoted to the retail stores of the company. The ground floor front, with the exception of entrances, is plate-glass show windows, fitted with all modern appliances for the display of goods. On this floor are found the silks, dress goods, dress trimmings, staple dry goods, hosiery, men's furnishings, cloths, ready-made clothing, boots and shoes, drug store, hardware, sporting goods, groceries and liquors. On the second floor, millinery, mantles, women's ready-made clothing, whitewear, furs, toys, books, china, glass and silverware. On the third floor, housefurnishings, carpets and wall papers, and kindred goods are to be found.

The Best and Cheapest Goods.

This sounds like a very commonplace enumeration of the ordinary departmental store, but it is not so. Each department is fully stocked with the best goods in that line which money can buy and you may also buy in that department the plainest article in the line covered or the most elaborate the thought and hand of man has devised. The mere announcement, anywhere, that an article has been purchased from The Hudson's Bay Company is a sufficient guarantee of its excellence and it is accepted without question. The prudent housewife desires a serviceable black silk for "Sunday best," or the bride, with long purse, a wedding gown of "Ivory Duchess"—they go to The Hudson's Bay Company and are equally suited. The habitant needs a pair of moccasins for the bush and the dandy the latest thing in London collars, and they pass upon the threshold of this great emporium. You may have a 5c. mug or a \$250 set of "Royal Crown Derby"; an opossum collar or a \$1,000 sealskin sack with sea otter trimmings; a tin cup or a \$200 fowling piece; a corn mat for your back door or a Persian rug of fabulous price for your drawing room; a meat pie, a loaf of bread, a pound of sausage, chicken in jelly, quail on toast, devilled ham, Spanish olives, Malaga blue fruit, or Gorgonzola; black chewing tobacco or the choicest Havanas. You may have any or all of these goods delivered to any part of the city within two hours of their purchase and if your choice should chance to be the tin cup it will be as carefully and promptly delivered as though it had cost \$100. If yours is a country home you will receive during the year a copy of the company's price list and may order anything therein named with the comfortable conviction that in due course of post, express or freight the goods will arrive strictly according to sample. The mail-order room is situate on the second floor, and has an army of workers.

The retail stores are metal-ceiled throughout, lighted with electricity and heated by steam. Each department is fitted with the most modern counters, shelving and display cases, and is served by an excellent electric cable cash system. At the rear of the grocery and hardware departments is a large



Hauling Transport Boats up the Athabasca Rapids.

shipping-room, and over this, half way between the floor and ceiling on the first storey, are the offices of the retail department. Beautifully lighted and finished in oak and glass, there is, besides the handsome private office of the manager, space for a large staff of clerks and accountants.

The basement, which is the entire size of the building, is

Mrs. E. C. Lora. 28/12/00

THE PIONEERS OF THE WHOLESALE DRY GOODS TRADE OF
WESTERN CANADA.

Spring Season, 1901



We Wish Our Friends in The Trade
A Happy and Prosperous New Year.

Our **5** Big . . .
Departments are

1. Foreign and Domestic Staples.
2. Dress Goods and Tailors' Woollens.
3. Hosiery and Smallwares.
4. Men's and Women's Furnishings.
5. Carpets and House Furnishings.

Each season finds us with the **latest and choicest goods obtainable**. From every great market-centre we have brought together the goods **specially adapted for YOUR business**. The lines are wonderfully attractive, and will be found good sellers. They are **trade-bringers, trade-makers and trade-holders**. Our prices are right and our values are right. **Try us and be convinced.**

If you are anxious to conduct your business on the **most profitable basis**, give us your order. Then **you will be starting the New Year right.**

Our ability to handle **LETTER ORDERS** is best proved by our rapidly-increasing business.

Inducements : ASSORTMENT, QUALITY, VALUE, PROMPTNESS.

R. J. WHITLA & CO., WINNIPEG

THE HUDSON'S BAY COMPANY—Continued.

devoted to the steam boilers, dynamos, storage-rooms and wine vaults.

General Offices.

At the corner of York avenue and Garry street is the entrance to the general offices of the company. The space occupied by these offices is 130 x 150 ft. ; they are suitably fitted and conveniently arranged. The click, click of typewriters and telegraph instruments, the subdued ringing of electric and telephone bells and the intent faces of the great staff of workers all give a wonderful impression of immense force well directed.

It is frequently said of the company, and there is no doubt of its truth, that it is one of the best organized and most systematically operated commercial concerns in the whole world. From these offices the entire land system (previously mentioned) is managed and the maps and charts on record in this department are a sight to behold. Here also is the office of Mr. C. C. Chipman, commissioner, the chief executive officer of the company in Canada. It has always been the policy of the company to employ capable men in all departments, and their staff throughout their vast territory would probably be found second to none. At the same time, Commissioner Chipman is known to have all the departments and ramifications of this wonderfully complicated business at his fingers' ends, and no changes are made without his sanction. He is probably unique in the position he occupies and in the immense amount and variety of business passing through his hands and receiving personal supervision and direction.

Wholesale House.

The remainder of the buildings from the driveway to Garry street (with the exception of the offices just described) are devoted to the wholesale stock and in them is the great packing-room for goods going north, referred to in another part of this article.

The success of this great company, interwoven as it is with the history of the Canadian West, will always be a matter of interest to the people of the Dominion and the Empire at large, and, when the last word has been written and the last criticism aired, the verdict will be that its continued and growing prosperity rests on the solid foundation of its being in very deed and in truth "The Honorable the Hudson's Bay Company."

E. CORA HIND.

CORTICELLI EXPANDING.

The increase in the Corticelli Silk Co.'s business in braids, tapes, galloons, etc., has necessitated an addition to their Coaticook mills, three storeys high and 150 x 40 feet, which will be used for the manufacture of other narrow fabrics besides those already mentioned. The Toronto warehouse, which is the distributing point for Ontario, has also been enlarged by the addition of another floor 80 x 40 feet, where they carry a line of silk fabrics and knitted goods. The whole floor is fitted up in the latest style, with roll-top fixtures on all the shelves, which keep the goods in perfect condition. The branch office opened up in Australia is quite fulfilling the expectations of the company, and the trade there is growing rapidly.

CAULFEILD, HENDERSON & BURNS

17 and 19 Front Street West, TORONTO.



SUMMER CLOTHING

FOR THE SEASON OF 1901.

Outing Flannel Suits in Plain and Stripe.

Fine Worsted " " " " "

Alpacas, Linens and Neat Cotton Fabrics form part of our extensive range.

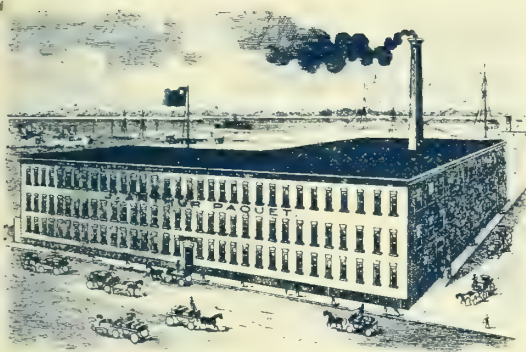
Duck Coats and Pants in Plain White ; also White with Black Stripes.

Bicycle Clothing—Great variety of designs for suits ; also special patterns for knickers. You cannot afford to buy your Summer clothing without seeing samples now in the hands of our travellers, which we confidently assert is the best range we have ever shown.

LETTER ORDERS PROMPTLY ATTENDED TO.

J. Arthur Paquet

DYER AND DRESSER.



Importer and
Exporter of Raw **SKINS**

Also . . .
Manufacturer of **FURS**

Importer of **HATS**

Gloves, Mitts, Moccasins, Snow-Shoes, Caps and Straw Hats.

SAMPLE ROOMS: —————

3 Victoria Square, Montreal, P.Q.
52 Bay Street, Toronto, Ont.
Main Street, Winnipeg, Man.
338 Hasting St., Vancouver, B.C.



Quebec, P.Q.

A Text---“Him as Has, Gets.”



The small boy home from church said he didn't quite remember the text, but it meant, “Him as Has, Gets.”

The Northway garments have something in them that cannot be seen or felt in the stockroom or the traveler's samples. It needs actual wear to bring it out. It is “shape-keeping shapeliness.”

Northway garments look well until they are worn out. They stand the wear better than ordinary garments. They look their best. They don't get shop-worn. They sell quickly, because they look good.

Every stitch is honest. The hidden cloths are as good as the outside. The cutting is right.

The retailer that “has” them will get his customers back for new garments next season. Old customers will send in new buyers of Northway garments. More and more Northway garments will sell each season. “Him as has Northway garments, gets bigger sales.”

We know our garments are right. We know they help each retailer. Into every garment we put “shape-keeping shapeliness,” and that is the point that makes Northway garments profitable. They build business, besides giving an equal profit to average garments. They may be sold at the same price.

We do business by mail, or our travelers call. We can take “letter order repeats” for Winter. Northway garments build permanent local retail business. The more the retailer sells, the more his “come back” trade amounts to.

JOHN NORTHWAY & SON, Limited,

Shape-Keeping Garments.

TORONTO.

OUTLOOK FOR SPRING IN THE WEST.

The Winnipeg Firms Ready for Spring Business—Sorting Trade Picked Up—Fashions that Promise to Rule Next Season—Trade News.

From THE DRY GOODS REVIEW'S Special Correspondent.

Winnipeg, December 15.



NEWS along the line of Spring trade is rather difficult to gather, owing to the fact that in many cases the full Spring stocks have not yet arrived—some lines will not be here for fully two weeks. Before beginning on Spring trade, however, it may be of interest to note how far predictions in previous issues have been justified by results.

SORTING TRADE.

All houses pronounce the sorting trade the best they have known and collections much better than anticipated. In many cases, where wholesale houses expected to be called on for additional time, payments have been promptly met at maturity. A good share of the unusually heavy sorting trade was, no doubt, due to contracts with eastern houses being cancelled earlier in the season and when the demand came purchases were made at the nearest available point. The mild weather lessened the fur sales, though even these have been large. While the rush of the sorting trade was on houses worked almost day and night and just now they are nearly as busy getting travelers out with samples and unpacking Spring goods.

MILLINERY.

The millinery samples are always first to arrive and The D. McCall Co. showed your correspondent through the large and varied line of ready-to-wear sailors and dress shapes for lining and trimming.

There is nothing strikingly new in shapes. Sailors are very much in evidence. There is practically no change from last season in shape, only those little shadings which are just sufficient to mark the woman who is up-to-date from the one who thinks last year's shape will do. In materials, the American hats are chiefly of heavy Japan braid, while the English goods show a good many fine Tuscan and split-straw effects. Blacks and whites are leading—the fancy colors in straw so marked two years ago have almost disappeared. Turbans in ready-to-wears are a good line, and are shown in all the castor shades, as well as black and white. The shape is very comfortable on the head and is sufficiently dressy for all ordinary occasions. The few walking hats shown have lower crowns and wider brims, with a less prominent roll. Drooping sailors shown in felt for Winter are reproduced in straw for the Spring trade. The bands of these hats are black velvet, laced over steel hooks at the side. Leghorns promise to be much worn; the crowns are somewhat lower than last year.

FLOWERS.—In flowers, very large roses and poppies, mounted and unmounted, will lead, but the most novel floral effects are the black flowers with green leaves, or black flowers with gold centres. They will be used to trim white and colored. Though somewhat outre the fad will be a popular one.

Chiffons, gauze, nets, mechlins, applique gauzes, nets and laces with straw, edgings, gold braids, gold laces, gold and gauze insertion and sequined straw mounts are a few of the trimmings shown.

RIBBONS.—Plain taffeta and liberty ribbons are again shown in the pastel shades, but deeper tints will be used more than last season. In fancy ribbons, a six-inch width with embossed pattern and faint gold fleckings will be popular.

THE GAULT BROTHERS COMPANY.

Mr. Belcher, manager, reports trade very good and collections very fair. This branch carry full lines in all departments handled by the Montreal house and are making a very special feature of costume cloths and cloths and serges for ladies' Spring wear and have already met with gratifying success in the matter of placing goods. Men's furnishings are also receiving special attention and the range carried is enormous.

STOBART, SONS & CO.

Sorting trade is reported excellent and travelers returning from special Spring trips with blouses and such goods have secured a good volume of business. Their travelers are just starting with general samples. Mr. McArthur, who has just returned from a purchasing trip in the Old Country, reports the French and German dress goods markets and Bradford all showing a wonderful range of goods. Plain goods are to be more fashionable the coming season and all cheviots, covert cloths, corkscrews and venetians are good. One noticeable feature is the predominance of small checks and stripes in black and white. These are shown in all lines of goods, from parasols to ribbons and hose to dress goods.

Scottish manufacturers are turning out a new material for blouses, a mixture of silk and mercerized cotton in all fancy shades, and in silk widths. The result is an article as handsome as silk and as durable as the best and strongest cotton. Mr. McArthur further reports a distinct shortening of walking skirts and very large ranges of golf and bicycle goods.

J. W. PECK & CO., CLOTHING.

This house report the sorting trade the best they have ever had. Travelers are out with Spring samples, but indications are that business will be lighter than is usual for Spring trade.

In men's hats, fedoras will be extensively worn in the West. The stiff hats are more in favor than last year, but they are neither a suitable nor a comfortable hat for this land of many winds, and that retards their popularity outside the cities and towns. For actual Summer wear this house report the increased popularity of the linen over the straw hat. Pasha and fedora are leading shapes. In ties and shirts, there is nothing specially new in either shape, color or material.

R. J. WHITLA & CO.

Mr. Campbell and Mr. A. S. Binns, European buyers, have just returned from the Old Country.

Mr. Campbell reports blouses as popular as ever, especially the all-white blouse, which is shown with yokes of tucks and

with cuts returned

UNMATCHABLE VALUES



\$5 SUITS.

35 different patterns of all-wool tweeds for you to choose from in our magnificent range of **\$5 Men's Suits**.

We're ready with our Spring lines. Our force of travellers are now scattered all over the country. They will soon lay before you samples representing the prettiest and most substantial lines of low and popular-priced Men's Suits, ranging up in price from **\$3.50**.

Should our salesman fail to reach you in due season, we will forward samples, express prepaid, on request.

M. SAXE & SONS

MONTREAL'S

Greatest Clothing Manufacturers,

Cor. St. Peter and Lemoine Sts.



*Returned to Mont. Office 17/12/00
1/172*

"Lawrus" Fabrics.

SPRING 1901.

These fabrics include several specialties in Black and Colored Dress Goods, also Covert Coatings, "Pirle Finish," and a large and varied assortment of Plain and Fancy Homespuns, all of which fabrics are most suitable for the Canadian market.

EVERY YARD STAMPED "LAWRUS."



SUPPLIED ONLY BY

LAW, RUSSELL & CO.

BRADFORD, ENGLAND.

THE BISHOP

Natural Leather



Fur Robes and Coats

GUARANTEED to be the best goods, for the money,
in the world. ✨ ✨

Be sure their name on silk label is found on the article
you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of
Canada and the United States.

THE J. H. BISHOP CO.

Importers, Dyers, Skin Dressers
and Manufacturers

SANDWICH, ONT.,
CANADA.

WYANDOTTE, MICH.,
U.S.A.

OUTLOOK IN THE WEST—Continued.

valenciennes, and an especially pleasing effect in hemstitched pleats running from neck to waist; the sleeves are considerably larger at the shoulder, but do not rise above it. Laundered cuffs appear on all blouses; collars are either Strathconas or pointed. Yokes are not so general as last season, but yokes of white shir-tucked muslin come on many of the colored blouses. Black mercerized blouses are handsome and popular.

Lace, lace, lace, you cannot have too much, particularly for neckwear. The day of the unadorned dog collar is gone and every woman now, if she wishes to be in style, has a lace scarf, fichu or collar to her stuff gown. All-over laces for blouses and yokes, lace insertions, and lace frills are all the rage.

The leather belt is not in it this season. Pulley belts of pleated satin, with steel ornaments; all kinds and conditions of elastic belts with plain or fancy buckles, and pulley belts with elastic ends and centre buckles are all worn.

The ties are so numerous and so pretty it is difficult to choose. One of the latest is the plain taffeta tie stitched lengthwise with silks of contrasting colors, and the ends and sides buttonholed. The stitching has the effect of slightly shirring the silk. Gauze ties with broad satin stripes and tucked ends will be fashionable.

Many ribbons show a ground of canvas weave with raised satin spots or checks of raised cording. Dainty neck ribbons of taffeta, in pastel shades, with white corded stripes, are frequently seen. Plain taffetas in bright shades and wide plain satins in all tints are much fancied.

The glove for Spring wear is a suede mocha buck, in tan and castor shades and two-dome fasteners.

In dress goods, Mr. Binns reports that, outside of blacks, there is a distinct return to solid colors and plain materials. He showed your correspondent a splendid range of taffetas, satin liberty cloths, broadcloths, homespuns, serges and cheviots. In black goods, there are many entirely plain weaves, especially in the taffetas and the crepons, and in the brocades the patterns are smaller. The tendency for carriage and reception gowns seems to be a full costume of a neutral tint, relieved with rich lace or other contrasting trimming on the waist. In cotton goods, perhaps the newest is the canvas-weave muslin with corded stripes. Organdies, brilliants, dimities and zephyrs grow daintier year by year. White goods of all kinds will be as popular as last year, if not more so.

STAPLES.—The mercerized cottons are in full supply at this house and the range and beauty of shade is wonderful. The prints are all very good and there is a noticeable number of blue and white, black and white, and blue, black and white combined. Tunis flannelettes in Nell Gwynne stripes are among the new goods.

The most noticeable feature of the housefurnishing department is a line of satéens and cretons made from plates which won fame at the Paris Exposition. The beauty of these designs is indescribable.

Messrs. Stobart, Sons & Co. have changed their European buyers. Hereafter, Mr. Jack Suckling will look after the smallwares and Mr. J. M. Macdonald the staples, dress goods, etc.

IMPERIAL DRY GOODS CO.

The opening of this company's new premises was quite an event. The building is 50x250 feet, three storeys and basement, and has entrances on Main and Albert streets. The interior is splendidly lighted, not only from front and rear but

from a long row of large windows looking out on a wide lane. Everything that can be devised for the comfort of clerks and customers has been put in. One very pleasing feature is a customers' gallery which overlooks the entire first floor and where ladies may meet by appointment or go to rest without feeling that they are taking up space that should be occupied by buyers. In the basement is a large cloak and rest room for female employees. The third floor is devoted to the manufacture of women's ready-made clothing. On the night of their "At Home" several thousand people called on the company, and, in spite of the great space, the jam was terrific.

E.C.H.

KYLE, CHEESBROUGH & CO.

FOR some time indications have pointed to the fact that next Spring will be a season of novelties. Dress goods will be plain and the ladies must have something to remove that bare and stiff appearance so abhorred by the feminine sex. With this idea Kyle, Cheesbrough & Co. have thoroughly searched the European markets for novelties in order to maintain their supremacy in this line of the Canadian trade. They now assert that their stock has never been excelled in their 20-years' experience, and they think they will have no difficulty in attracting the attention of all live merchants.

Their stock of silk-braided collars and lapel covers combined with lace and chiffon in black and white or mixed with tinsel is very complete in the different styles and grades. Among the newest European high-class novelties shown for Spring by this firm is the "Twentieth Century" bolero jacket in silk and lace. The silk jackets are nearly covered with sequins, and the laces are brought out in the light ecru shades. They are made in the heavy guipure and Plauen lace styles as well as in the handsome embroidered effects over fine brussels net. All kinds of lace trimmings, embroideries, insertions and all-overs are shown in the latest patterns.

Some nice novelties have been imported to serve as finishing touches to the bolero effects, among others half-sleeves have been introduced to this end.

German silk and chenille ruffs with long tails of heavy silk chenille cord coming to the bottom of the dress are carried in some variety. These bid fair to be the novelties of the season.

The novelties in dress for the Spring trade will be found in this firm's warehouse. A creponne ground with cut figures, giving a spotted plush or velvet effect, is one feature of the stock. A wonderful value is a serge of soft pirle finish in many colors—"K.C." brand; this is all wool. The latest ideas of muslins will be found here in profusion for Spring. Sateens, silkelines, silk effects as well as the staple goods in the new colors have been imported in extensive ranges.

All-over embroidered silks in blouse lengths is a very new and pretty novelty among this firm's collection for Spring. These are only some of the points worthy of notice in the stock; everything essential to an up-to-date novelty and trimming stock is now on sale.

The J. H. Bishop Co. have closed their factory at Sandwich, Ont., for inventory. They have had a very successful season and are now getting their lines ready for the coming year. They have a new coat, called Thibet lamb, which they believe will be one of the biggest sellers ever put on the Canadian market. They are also going to put their Mongolian bear robe on the Canadian market. This robe has had a very extensive sale in the United States, and no doubt will also have in Canada.

THE

“**GEISHA**”

SHIRT WAIST

(Trade Mark Registered)

OF 1901

Has proven again that its shape, patterns, fit and superior workmanship are ahead of all others.

Never before did we have so many, so large, so early orders and for such extensive variety of styles as at present.

Try them, then you will know WHY.

~~~~~

**FRANKENTHAL BROS.**

77, 79 and 81 Wooster Street,

**NEW YORK.**

We are now doing a large Canadian trade, and we want more of it. We are in a position to fill and handle your orders to your complete satisfaction.



**The Lining Specialties of The Gilbert Manufacturing Company for Spring, 1901, exceed in variety of weave, coloring, finish and intrinsic worth all previous efforts.** ❀ ❀ ❀ ❀ ❀ ❀

Apart from the staples comprising by far the largest line of weaves and colorings shown, the Gilbert Manufacturing Company offer the following specialties perfected by improved machinery costing thousands of dollars :

**SULTANA SATIN**—lustrous in finish, brilliant in dye and of supple construction, conforming to the present soft effects in dress, is shown in seven qualities, 28/36 inches wide, for 15c., 20c., 25c., 30c., 35c., 40c. retailing, and in fancies for 25c. retailing.

**MERCERIZED PERCALES**, in fourteen grades, to retail for from 10c. in imitation finish to 50c. for full mercerized finish.

Other unique specialties are ready and will surprise the trade, particularly **PANNE SILK**, the fashionable fabric for Spring.

Present holdings of raw cotton, bought before the rise, permit of prices that cannot be duplicated later on.

Goods selected now will be stored without charge and held subject to confirmation and instructions to forward when wanted.

Send for full line of samples delivered free.

Our complete stock guarantees quick deliveries.

# THE GILBERT MFG. CO.

O. P. DORMAN, President.

Our Mr. E S. Comstock will call upon the trade in the Dominion at an early date. We would ask our friends to kindly hold their orders for him.

WINNIPEGVANCOUVER

# The Gault Brothers Company

Limited, MONTREAL.

## Shirt and Neckwear Manufacturers



The new **SECURITY BATWING** Collar, in  $2\frac{1}{4}$ ,  $2\frac{1}{2}$  and  $2\frac{3}{4}$  inch heights, from 12 up to  $17\frac{1}{2}$  inches.

This Collar is the **MOST PERFECT FITTING COLLAR** in the market to-day. Made expressly to be worn with Batwing Tie or Shield Bow, for **Men's** and **Women's** wear.



**Best, Neatest and  
Most Fashionable**

**Tie Ever Produced.**

Collars to retail at 25 cents; Batwing Bow to retail at 25 cents; Batwing Tie to tie, to retail at 50 cents, in our **best** grade of goods.

**OUR TRAVELLERS** are **NOW ON THE ROAD**  
with a **FULL** line of up-to-date

**Neckwear for Spring**

• 1901. •

"Tiger" Brand Dress Goods.

Fownes' Gloves.

Imported Woollens.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.



## LADIES' READY-MADE WAISTS FOR SPRING.

Some Hints on Materials, Colors and Styles



READY TO-WEAR garments are enjoying an increasing sale each succeeding season. One of the features of the growth is the popularity shown for ladies' waists during the last four or five years. They are now being made in all grades of goods, from the lowest cotton to the richest silk, the experts are becoming more expert, the fitting is showing fewer wrinkles as the science becomes developed, and ladies are realizing they can save money and trouble by purchasing their waists in their entirety. Moreover, made as they are in the centres of fashion, these waists embody the latest ideas of the designers. The time is coming, and that right soon, when they will form a leading part of the retail drygoodsman's stock. Next Spring a great number of lines will be upon the market.

The introduction of ready made silk waists was of necessity attended with some mistakes. Up to the present they have been made both in the United States and Canada of compar-



Designed by The American Silk Waist Manufacturing Co., Montreal.

not wearable and did not allow the manufacturer to make an up-to-date, stylish garment. The fancy machines tore the waists before the lady got them. Everywhere there has gone up a cry for better goods, and consequently there has come upon

the market for Spring the finest range of silks for waists that has yet been shown. High-grade taffetas, silk flannels, peau de soie taffeta, satin duchesse, taffeta lace effect, open-work silk, are all shown, and, though very expensive, they suit the manufacturers and promise to give good satisfaction.

As for colors, they are not limited or fixed. It looks as if all colors will be worn again, including red, light blue, pale blue, turquoise, dark brown, golden brown, dark green and old rose. As ever, black will be in great prominence. One of the strongest colors for Spring will be white, which is to be next season's color. Gold-brown has been brought forward as the fad of the year, but, as it makes the face look yellow many a lady will refuse to wear it. Red gives the face a bright appearance, and for this reason will be substituted. No fault will be found with white on this score.

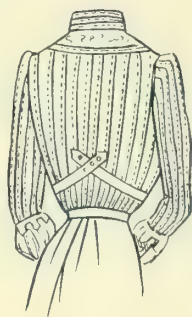
Cream will be used as trimming for chemisettes and revers. For girls and young ladies, some waists, entirely cream, will be made in small sizes. So there will be a variety of colors; white, black and red will probably be the favorites, brown or gold brown will be the next in importance, old rose bids fair to be worn a great deal, and dark green will probably be in great demand, as the taste is turning that way.

The bolero promises to be the leader for next year, as the combination of colors shows to good effect in this style, which carries five or seven colors, with its different straps and different stitchings. Gold braids and gold buttons will continue to rage. So, if the question is asked, what will be the season's color? it is hard to answer. It is reckoned that there were about 1,500 colors at the New York Horse Show.

As for style, Paris leads. The bolero waist, with the new Parisian bishop sleeve or plain bishop sleeve, is the desire of fashionable women. Certain it is that not to have a bolero waist is not to be in the swim with the stylish. The amount of stitching and fancy expensive trimming and artistic work which the bolero waist requires puts it to a high price, but there is not the manufacturer that does not show it, and there is not the lady who will not want one in her wardrobe. Every storekeeper should show them and keep them in stock.

As for shirt waists, taffeta is still the leader—not the old, cheap taffeta, but a higher grade—a real taffeta. There is nothing in sight as yet which will take the place of taffeta in the silk shirt-waist trade. It is the taffeta that allows the manufacturer to give a dressy appearance and it bids fair to maintain its supremacy, being so soft and amenable, if the manufacturer will only discard the use of the cheap grades. Pin tucking and fancy stitching on taffeta silk have given and will give the best effect, but experiments with other goods will be made by the manufacturers. Liberty silk, soft-finished silk, soft-finished taffeta, flannel silk, merve and other names of silk will be used, but the acute observer can see at first sight that these are all taffeta under different names and shapes.

There is a great demand for next season for light flannel in place of French opera flannel and the woollen goods claimed to be mixed with silk and named Albert Rose will sell very strongly. If not silk it gives the appearance of an all-wool article and is guaranteed not to shrink, promising satisfactory wear. The name itself also makes the goods stylish. Mercerized cotton and delaines will also be made up into many different samples. The trimmings that are coming



# OIL CLOTHS

## The Dominion Oil Cloth Co., Limited

It will be to the advantage of buyers to inspect  
our different lines before buying imported goods.

### Floor Oil Cloth

*No. 1 Quality—Our high-grade—in widths of from 4/4 to 10/4.*

*No. 2 Quality—The medium grade—more popular than ever before; also made in widths of from 4/4 to 10/4.*

*No. 3 Quality—Best quality in the market for the money, in widths of from 4/4 to 8/4.*

These lines embrace a collection of Designs of Unrivalled Merit.

### Table and Shelf Oil Cloth

*Colorings and patterns are particularly effective, novel and of unbeaten value.*

### Enamelled and Carriage Oil Cloths

*In Muslin, Drill and Duck qualities.*

#### WE ALSO MANUFACTURE:



Floor Oil Cloth—4 yards wide

Oil Cloth Mats or Rugs.

Cotton and Duck Back Enamelled Stair Oil Cloths.

Canvas and Painted Back Stair Oil Cloths.

### OUR SPRING SAMPLES

are now in the hands of the wholesale dry goods trade—  
all of whom handle our goods.

Office and Works: St. Catherine and Parthenais Sts., **MONTREAL**



are varied. Lace and ribbons will be strong. There will also be open work, self-hemstitch, machine hemstitch, self-cording, machine cording, self-embroidering, machine embroidering, all in handsome effects. It is probable also that Japan, China and Persian effects will be popular, for there is an Oriental tendency. Gold threads woven in golden trimmings will be very prominent. Apparently, the new French collar, turned down slightly and handsomely trimmed, is being accepted with unanimity.

It is doubtful whether the Figaro will be liked in Canada. It is favored in the United States, especially when trimmed with gold-embroidered black or blue velvet. The new bishop sleeve and the new collar give it a neat effect, and the Canadian manufacturers will try to introduce it. Some taffeta Eton jackets will also be shown in a few samples in a variety of colors with a reverse effect, tucked in different styles, with yokes of contrasting colors and trimmed with buttons.

Most of the new waists are being made for the new long-waist corset and with the soft cuff, bishop sleeve and new French collar ought to be comfortable as well as wearable.

#### BERLIN SUSPENDER AND BUTTON COMPANY.

The business of the Berlin Suspender and Button Co. is in a very flourishing condition. Their output has increased from year to year, until the premises they occupied were found too small. In the Spring of 1900, they erected new premises, which gives them floor space to the extent of 10,000 square feet, and they are now in a position to handle their rapidly-increasing trade much more comfortably. Their goods are known from the Atlantic to the Pacific, and are deservedly popular. They have a reputation for promptness in the execution of their orders.

#### FLANNELS FOR LADIES' BLOUSES.

The Maple Leaf Woollen Mills, Limited, are showing a handsome range of French flannels, in scarlet, crimson, grenat, plum and the fashionable shades of blue, which are having a very large sale. They have an extensive assortment of all fashionable serges, homespun and dress goods for Spring, including a special line of friezes that are being much worn for ladies' unlined skirts. These goods will be used greatly for Winter and Spring. The leading shades are in black, navy and dark greys. In men's wear there will be a heavy demand for fancy flannels for Winter and Spring wear. Last Spring and this Winter American men have largely discarded the use of cotton goods, and, in place of white and colored shirts, are wearing nobby fancy flannels, in plain shades and good-sized stripes and checks. Some of the neat grey hairlines and khaki ground fancies are much in evidence, and there is a feeling that Canadian men will follow this sensible fashion. The Maple Leaf Mills have a magnificent line of these goods, unshrinkable, and at popular prices. The pyjamas in smart, pretty checks, shown by the Maple Leaf Mills, Limited, are claimed to be much superior to the imported goods, no injurious filling being used in the finish.

Mr. Charles J. F. Price, formerly with Samson, Kennedy & Co., of Toronto, and later for a number of years with The Allen Manufacturing Co., also of Toronto, where he was office manager, has severed his connection with that firm and is going into business for himself as manufacturers' agent. He has taken an office in the Board of Trade building, and has already secured a number of very desirable agencies from American houses. He will be pleased to hear from any foreign manufacturers in dry goods lines wishing a representative in this country.

Our new Spring Styles will  
be ready the first week  
in January.

If our traveller does not call on you, write us, and we will arrange to show you samples. It will pay you to inspect them.

We will make up your own material for you at the lowest possible price. Send on the goods to us and we will guarantee satisfaction. One trial order will prove this.

**THE NEW YORK SILK WAIST MFG. CO.**

10 St. Helen St., MONTREAL.

Correspondence Solicited—which will receive our prompt attention.

**SMITH & BAKER**

Glove and Mitt  
Manufacturers,

**Dundas, Ont.**

• • • • •

**W**E wish to call the special attention of wholesale buyers to our line of Knit Mitts covered with Black or Yellow Saranac with Mule front of first-class stock. Our Knit Mitt is equal to any on the market in warmth, and excels in its durability, and is sold at a price to enable your customer to offer the best fifty-cent mitt sold. Our entire line will enable the jobber to meet the manufacturers on equal terms, as we sell to the wholesale trade only and study your interests. Write for samples before placing your order for the season of 1901.

# SPRING ANNOUNCEMENT.

Our traveling Representatives are on the road with our Spring and Summer lines. Now is the best time to place orders on medium and light weights, prompt delivery being thus assured. Call, or write at once.

In all but a few of the larger cities the Agency is limited to one first-class Haberdasher and Dry Goods Store in each city.

These goods are retailed at uniform prices. The dealers who handle our line are protected from price-cutters and guaranteed a good profit.

The hygienic properties of Linen-Mesh Underwear are now popularly recognized.

The Dr. Deimel Underwear is to-day the most successful specialty in the Underwear world.

**SOLE MANUFACTURERS,**

***The Deimel Linen-Mesh System Co.,***

*2202 St. Catherine Street,*

**LONDON, E. C., 10-12 BREAD ST.,**

**MONTREAL, CANADA.**

## BATTING

Guaranteed free of threads and other weak and lifeless stock

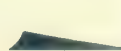
**North Star, Crescent and  
Pearl Cotton Batting**

Quality for this season still better than ever. The best at the price. Made of good pure Cotton—not of shoddy. Ask for North Star, Crescent, and Pearl Batting.

## ROBERT HENDERSON & CO.

Dry Goods Commission Merchants.

181 and 183 McGill Street,

 **MONTREAL**



# THE BERLIN SUSPENDER & BUTTON CO

*Specimens by Express.*



## BERLIN, ONT.



*Both returned to owner  
1/20/01  
3/1/01*

# MEN'S FINE TAILORED GARMENTS

## ONE END SOMETIMES SUFFERS

Not so in **our** manufacturing department. We have studied each end, have perfected each detail, looked at every possible requirement, that will assure perfection. When you examine the garments, you have convincing evidence of all these facts. The "Cheap-John" simply can't do these things. He wouldn't if he could, because he doesn't appreciate the ultimate advantages of so much care and conscientious effort. We want to talk to people who care for thoroughness.

NO BRAND ON GARMENTS, EXCEPTING IN POCKET THUS



See our goods and you will become a customer.

THE . . .

# Lowndes Company, Limited

61 Bay Street . . .

**TORONTO.**



## "Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order

FOR THE

20<sup>TH</sup> CENTURY.

THE . . .

**Maritime Wrapper Co.**

Limited

Agencies in

Halifax, St. John, N.B.,  
Montreal, Toronto, Win-  
nipeg, and Victoria, B.C.

**WOODSTOCK, N.B.**

THE LONG EVENINGS OF WINTER ARE  
COMING—WHAT SORT OF LIGHT ARE YOU  
GOING TO USE?

Greasy Candles, Smelly Oil Lamps,  
Poor Electricity or Flickering Gas?

Isn't it about time to make  
a change and

**GET more Light**  
For . . .  
**Less Money?**

**Get 100 Candle**  
**Power**  
for 50c. a month.

**GET the Light of Eight Oil**  
**Lamps for the cost of Two.**

**GET AN AUER GASOLINE LAMP.**

*Your money back if you don't like it.*

Write for Catalogue. . .

**AUER LIGHT CO.**

E. Simpson & Co., Moose Jaw,  
Agents for the Territories. 1682 NOTRE DAME ST. MONTREAL



## EASY WINNERS

**PERFECTION BRAND GOODS 1901.**

**Comforters**

Largest range ever shown.  
Designs positively exclusive.  
Prices lowest in Canada.

**Cushions**

Six different grades of fillings.  
Every size and style imaginable.  
Ask for quotations.

**Bed Pillows**

New and successful method of cleaning feathers which  
ensures a perfectly odorless filling and makes the pillow  
as pure and sweet as though filled with air.  
We guarantee them.

OUR NEW SAMPLES WILL BE READY EARLY THIS SEASON, AND THEY ARE CERTAINLY  
THE BEST AND MOST ATTRACTIVE RANGE WE HAVE EVER SHOWN.

*See our Travellers before buying elsewhere.*

**Canada Fibre Co., Limited,**

-

**Montreal.**

# Stanfield's

## Unshrinkable Underwear

THE BIGGEST TRADE

GETTER

OF THE TWENTIETH CENTURY

UNDERWEAR TALK.

MADE IN CANADA BY CANADIANS FOR CANADIANS

SAMPLES NOW READY FOR YOUR INSPECTION.

Stanfield's is the oldest, cheapest and best all-wool, unshrinkable Underwear in the world. It is made of pure undyed wool by skilled mechanics in the best equipped and most up-to-date knitting mill in Canada. Stanfield's is guaranteed to be pure wool, and to retain its elasticity and softness, and to be what it has proved itself—Absolutely Unshrinkable. Our guarantee is on every garment.

THE FARMER MUST HAVE **Stanfield's**

THE MECHANIC'S BEST FRIEND IS **Stanfield's**

THE MINER INSISTS ON HAVING **Stanfield's**

THE MERCHANT'S MONEY-MAKER IS **Stanfield's**

**Stanfield's is not sold to price-cutters.**

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# TRURO KNITTING MILLS Co.

TORONTO AGENTS:

W. P. King & Son,

43 Scott Street.

Sole Manufacturers,

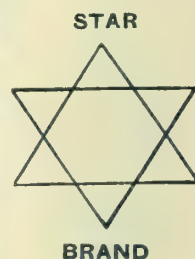
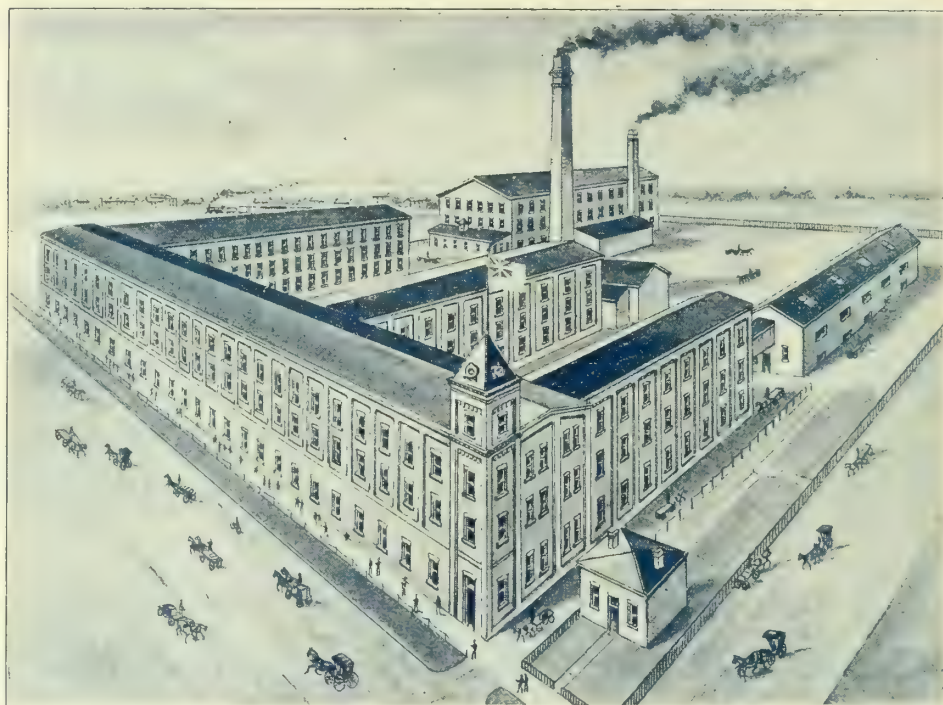
TRURO, N.S.



# HAMILTON COTTON CO.

Manufacturers  
of

HAMILTON, ONT.



## Chenille Curtains and Table Covers

To keep pace with the increasing demand for our goods, we have prepared for the Spring trade a larger and more attractive range of designs and colorings in both Curtains and Covers.

### TABLE COVERS

in the following sizes:

4/4, 6/4, 8/4, 10/4, 12/4.

### CURTAINS in

32-in., 34-in., 36-in., 40-in., 44-in.,  
and 48-in. widths, both in Plain  
and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

**W. B. STEWART,**

27 Front Street West

**TORONTO**

## THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$10 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

### THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,  
MONTREAL.

10 Front St. East,  
TORONTO.

## WHITE HORSEHIDE

is the material of which

## KLONDIKE BRACES

are  
made.

This guarantees wear, and the crowds who buy them, because they find them comfortable and convenient, proves that they are otherwise satisfactory. Price, \$4.50 per dozen.

For sale by—Gordon, McKay & Co. - Toronto.  
Thibaudeau Bros. & Co. - Quebec.  
McCall, Shehyn & Co. - Quebec.

W. J. CHAPMAN, Mfr., WINGHAM,  
ONT.

# Parasols and Sunshades

FOR

## Spring

Samples will be ready for examination first  
week of the new year.

## The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.

## TO MANUFACTURERS

# Lister & Co., Limited

Manningham Mills, BRADFORD.

**Silks**—For Blouse Waists, Ties and Evening Dresses.

**Sealettes**—For Mantles, Caps and Gauntlets.

**Silk Plushes**—For Furniture and Upholstering.

**Mohair Plushes**—For Railway and Street Cars, and  
Upholstering of all descriptions.

H. L. SMYTH & CO., Montreal and Toronto.

Sole Agents for Canada.



# WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## WINDOWS THAT WIN TRADE.

THE art of window trimming is at present recognized as the most important factor in increasing trade and building up a good lively business. In no part of store modelling or building do we see a more marked change for the better than in the present highly-improved methods of constructing show windows.

The store of 1901 has more than a plate-glass window—it has an entire glass front. Formerly, only dry goods houses made a study of window trimming, but now the practice extends throughout all branches of trade. It is, beyond question, that there are few things so attractive as a beautifully and artistically dressed window.

It is, perhaps, the most inexpensive advertisement the merchant can have. Its real aims are to show the people what is kept for sale and the price at which it is sold, to attract attention to the store, and to show goods that will excite in the public the desire of possession. Around these requirements all the various details centre.

The principal object of the most successful window-trimmers, as with the best advertisers, is to do something that will cause people to talk, excite their curiosity, cupidity and admiration, which will be followed by patronage. An attractively-dressed window is a silent salesman appealing for trade. Goods should be so displayed as to force people to feel that they really wish to possess them, as this feeling ends sooner or later in purchases.

The result of such a display will be an instant sale to people able to gratify their desire. Those who have to contrive and plan before investing will remember the store and the goods displayed long after they have been taken out of the window. By others, the attraction will be communicated to friends who intend making purchases. In some of these three ways the window will create business, as it is a constantly changing advertisement. The wants of people will be catered to, and all lines of trade be covered. To keep abreast of the times it is necessary to have your windows given the utmost attention—a constant change, like a moving panorama.

## JANUARY TRIMS.

Now that the Christmas rush is over, also the New Year trade, business will slacken off. During these dull months the window-trimmer can turn many a dollar into his firm's till by working earnestly.

There are broken lots here and there in every department that perhaps have been "reduced to clear" before inventory.

These lines should be pushed through the medium of the show window. Elaborate displays should not be aimed at just now, but plain and yet attractive displays with these goods should be made.

The important point to be looked to in clearing sale displays is the price cards. Every article should be ticketed. Large cards calling attention to the bargains should be put in conspicuous places throughout the trims.

A window display of "left-overs" is utterly useless unless it is well ticketed.

The newspaper ads. should work in harmony with the window trims just at this time, that is, they should call attention to the clearing lines on display in the windows.

People at this time are not in a buying mood, after the outlays they have made at Christmas and New Year's. They have to be almost induced to buy. Therefore, the point to be looked to in trimming the windows is "sales."

Such lines as the following should be shown this and next month:

- Blankets and comforters.
- Heavy woollen underwear.
- Jackets and capes.
- Furs.
- Heavy dress goods.
- Hosiery, etc.

These lines ought to be pushed to the utmost during January in order to clear them out and make room for the influx of Spring goods. Have these lines well advertised in the papers, and ticket them well in the windows.

## COTTONS.

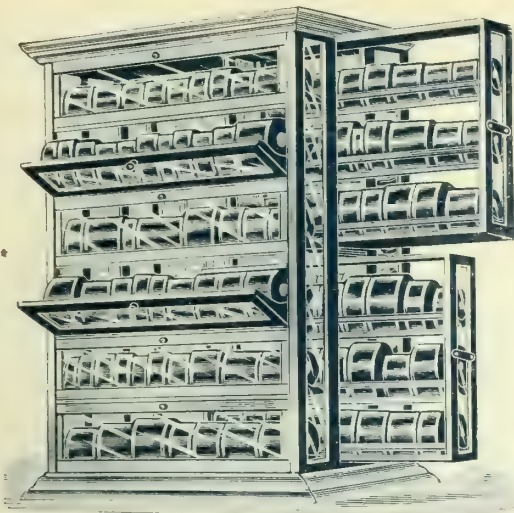
Towards the end of January it is a good plan to give the windows over to displays of white cottons and sheetings, pillow casings, etc. Just at this season, housewives have lots of time on their hands and generally replenish their supplies of sheets, pillowslips, undergarments, etc. An illustration of a good display of this kind is given here. This display may be perhaps a little expensive for the average dry goods house. Nevertheless, the idea can be transferred to a smaller window with a smaller quantity of goods.

No matter how elaborate some of the displays in these columns may be, the fact must not be overlooked that an idea or a number of ideas can be derived from them. The cottons in this trim are arranged on a stand built in stair fashion. Four or five uprights are made and boards laid across them. Pillow slips over rods form the top of the trim. A couple of bendable strips, supported by wires from the ceiling, form the centrepiece at top. A display of these goods during January or February (preferably in February) will be found to make good returns.

## GLOVES.

In the illustration No. 2 will be found an excellent idea for a display of gloves or mitts. The arrangement is very simple and effective. The stands for showing the gloves are made by taking six half-circular pieces, made from  $\frac{1}{2}$  in. lumber and nailing them in an upright position about 14 in. apart on





NO. 4—PRACTICAL RIBBON CABINET

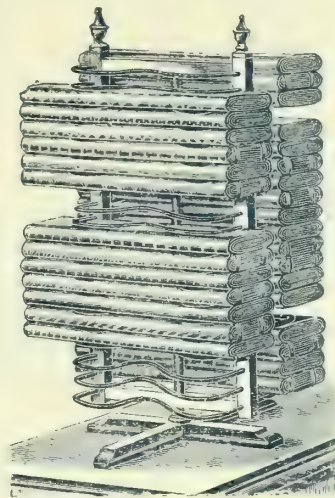
Holds 325 Bolt-100 bon.

Size, 28x25x38. Price, \$23.00.

## Price List:

|                                |               |
|--------------------------------|---------------|
| No. 0—Size 28x7x27, 50 bolts   | ..... \$ 6 00 |
| No. 1—Size 28x14x27, 100 bolts | ..... 10 00   |
| No. 2—Size 24x14x38, 50 bolts  | ..... 13 50   |
| No. 3—Size 28x20x38, 250 bolts | ..... 18 50   |
| No. 4—Size 28x25x38, 325 bolts | ..... 23 00   |
| No. 5—Size 28x31x38, 400 bolts | ..... 26 00   |
| No. 6—Size 28x37x38, 475 bolts | ..... 30 00   |
| No. 8—Size 24x47x43, 700 bolts | ..... 42 00   |

## Display Your Goods in the Practical Display Fixtures!



REVOLVING COUNTER FIXTURE.

■ Holds 40 Pieces Gingham.

Price, \$6.50.

Revolving Floor Fixture, \$7.50.

RIBBON CABINETS  
KID GLOVE CABINETS  
UMBRELLA CABINETS  
PIECE GOODS FIXTURES  
VEILING FIXTURES  
LACE CASES  
HAT CASES, ETC.



Revolving Veiling Fixture.

3 ft. high. 18 in. counter space.

Price, \$6.00.

Other styles and sizes.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

Manufactured by

# A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.

WRITE FOR PARTICULARS.

## Phillips' Illuminated

*Silent Salesman*  
TRADE MARK

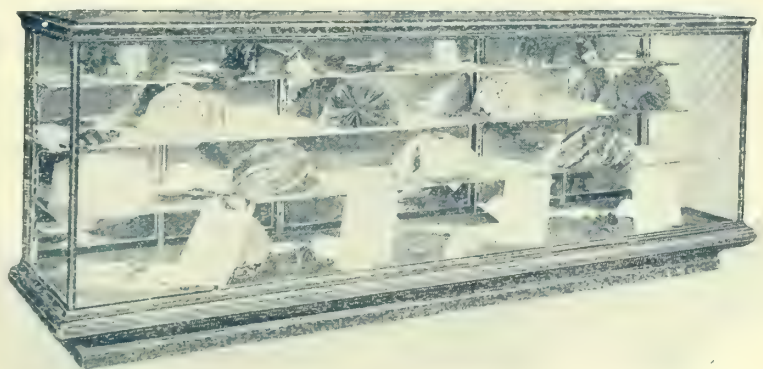
*Radiant as a burst of sunlight.*

THIS is undoubtedly the best and most practical case on the market. It is lighted by concealed lamps and wired ready for connecting onto your lighting system.

Send for a descriptive circular (which we have in 8 colors).

If you intend making changes in your store after Jan. 1st, ask for one of our catalogues.

We make the best line of Show Cases in America, and offer them at a reasonable price.



PATENTED IN THE UNITED STATES AND CANADA.  
JOHN PETZ PATENTEE.

# John Phillips & Co., Limited, Detroit, Mich.

ESTABLISHED 1864.

Canadian Branch: WINDSOR, ONT.



**WINDOW DECORATING—Continued.**

a board. These are covered over with crepe paper in different colors, or with colored material of some kind. Knitting needles or pieces of wood are fastened on the top edges of the circular pieces, and on these the gloves are put. These half-circular stands, if made of wood 1 inch thick, can be used for making displays of umbrellas by boring holes ( $\frac{1}{4}$ -inch) about 3 in. apart on the top edges. They are then nailed in an upright position; umbrellas are stuck in the holes. These stands can be put to a dozen different uses.

**SILKS.**

Illustration No. 3. A neat and effective arrangement of silks. This is a simple idea and always looks graceful. The silks, or wash goods, or whatever kind of goods (single fold) to be shown, are arranged on sticks nailed to a solid block. They are made in different heights.

**WINDOW LIGHTING.**

Whether a store is open nights or not a show window should not be in darkness. They can do valuable advertising at night—better, some think, than in the daytime, if kept well trimmed and lighted.

The additional expense of such a plan has influenced many merchants against it, but, if the matter is given some attention, it will be found that a comparatively small number of lights can be so arranged as to adequately illuminate a window.

Not a few instances have been seen where there was a great waste of light. In fact, it seemed as though the aim was to show off the lights in the window, rather than the goods. You can make up your mind that a window is economically illuminated when not a fixture is visible, and an abundance of light cannot be obtained with such an arrangement of lights. Some merchants want to make a show by crowding in all the incandescent lights they can, and rely on them more to sell goods. None of these lights are shaded and the window is in such a glare that the goods can hardly be seen, and the whole street is lighted up too.

By placing a moderate number of lights around the front edges of the window and shading them so that all the direct rays are on the display, the goods are shown to the best advantage and the cost will not be excessive.

**AS TO WINDOW CARDS.**

One of the features of retail store advertising is the employment of window cards and show cards in different parts of the store.

In large departmental stores there is generally a little room "stuck away" somewhere in which the ticket writer does his work. He is generally kept pretty busy. Whenever there is a special sale large cards are written and hung up in the various departments. If there is some particular thing on the bargain table, a description of it and the price is put on the card and hung over the table. The goods displayed in the windows should always be ticketed with price and descriptive cards.

Every window-trimmer should know how to make cards. It is very easily mastered. All it needs is practice.

In former issues of THE REVIEW hints on this subject were given, also the formulæ for making inks, etc. By referring to the back numbers of this magazine there can be found the remarks on this important subject.

H. H.

**A TARTAN WINDOW.**

A tartan window, when one has a range of goods and the trade is promising, looks well. A recent window in Scott & Kennedy's, Hastings street, Vancouver, was striking. A statue of Robert Burns occupied the centre, and from this the brilliant tartans of the various clans of Scotland streamed out in long lines. The effect was artistic and instructive, as the tartans were all named.

**SUGGESTIONS FOR SHOW CARDS.**

Latest in styles; least in price.  
 Snaps, even for bargain-hunters.  
 We pay cash in order that you may save cash.  
 You gain by our bargains.  
 Right up to scratch—our heavy crash bath towels.  
 Lift your hat to the best \$3 derby in the State.  
 If you do care a rap about what it costs you, get your wrap here.  
 Ready-to-wear hats for ready-to-spend money.  
 We take a back seat for no one. How is this for a \$4 50 chair?  
 Woodenware that will wear.  
 Perfect fitting union suits that unite value and price.  
 Wool blankets that are warm blankets.  
 Stockings that are stock kings. No better stock for the money in the land.  
 They hang on small profit, curtains at this price.  
 It appears that apparel at this price should prove a profitable purchase.  
 A fact—these goods at factory prices.  
 Style and price blend to your liking.  
 We give shape to your figure at a reasonable figure.  
 To buy and where to buy—that is the question. Notice what we offer.  
 Others follow in our footsteps on footwear.  
 All wool, but as cheap as cotton.  
 Be on the save side and make your purchases here.  
 It's never too late to mend your ways. Do your shopping here this time.—Chicago Dry Goods Reporter.

**DISPLAYING FANCY GOODS.**

A novel centrepiece will help to centre attention on a window which is made up of a large assortment of articles that come from the fancy goods stock. To construct a novel fancy goods trim, first cut out of boards the shape of a new moon. This should be large-sized in proportion to the window. Puff this close with white bunting. If you prefer to use a color, select lemon yellow. Next, procure a large doll and a stuffed owl. Usually, someone about town has one you can borrow. If not, you can make one out of crepe paper. If you cannot buy, borrow or make one, do without. Hang the moon in the centre of the window with fine wire attached to the ceiling. Dress the doll in a white robe and arrange it on the moon. This can be done by fastening some heavy wire to the back side of the moon with staples, which can be bent, and the doll fastened to it.

With this arranged, cover the background with white bunting, pleating it nicely, finishing the top with small puff. All white, this background and centrepiece will prove most effective.

If the goods to be shown come from the department which offers stamped pieces, sofa cushions, worked pieces, etc., you can easily work out the arrangement to show them in most





**40** travellers from The W. R. BROCK CO., Limited, TORONTO and MONTREAL, cover this territory from Ocean to Ocean.





TORONTO.

## TRAVELLERS

Mr. R. W. Pentecost

" William Sutherland

" R. H. Mitchell

" J. S. Anderson

" R. D. Fairbairn

" R. B. McBurney

" C. A. Douglas

" W. E. Young

" R. Cooper

" T. H. Smith

Mr. T. B. Devaney

" H. T. Tilley

" F. P. Lillie

" A. G. Biette

" J. G. Dodds

" R. German

" C. D. Gower

" A. H. Robertson

" W. S. Walker

" A. J. Hurd

and

Mr. R. G. Hector



MONTREAL.

## TRAVELLERS

Mr. A. E. McNaughton

" M. J. Armington

" R. G. Stokes

" J. A. McBurney

" G. I. Deverall

" J. H. Dodgson

" G. W. A. Waters

" A. H. Willison

" Richd. Booth

Mr. E. Bourassa

" J. A. Tranquille

" F. S. White

" G. C. Murray

" E. P. Ryan

" W. N. Ahern

" H. Pinet

" R. G. Paquette

" A. Ross McKenzie

and

Mr. C. M. Cameron

# CANADIAN PRINTS

—MANUFACTURED BY—

**The Colonial Bleaching and Printing Co., Limited.**

The works and machinery of this Company are all new and up-to-date, the printing clear and effective, the cloth equal to the best, and the designs are the very latest novelties.

## SPECIAL PURCHASE OF

*20,000 Pieces 32-in. Extra Heavy Cloth, 300 Patterns, in Regattas, Checks, Stripes, Pinks, Blues, Bluettes, Cardinals, Reds, Lilacs, Browns, Omish Mixtures, Black, and Whites, Anilines, Navys and Quilts.*

COLORS GUARANTEED FAST.

See samples of these goods carried by the travellers of

**THE W. R. BROCK COMPANY, Limited**  
TORONTO and MONTREAL.

## The Merchants Cotton Company

MONTREAL.

This Company has one of the largest mills on the Continent with 2,500 looms constantly at work manufacturing :

Grey Cottons, Bleached Cottons, Fine Cambrics, Bleached and Grey Sheetings, Pillow Cottons, Made-up Sheets and Pillow Slips, Butter and Cheese Cloths, Ducks, Drills, and Lenos.

~~~~~  
A good assortment of above lines
carried by

THE W. R. BROCK COMPANY, Limited
TORONTO and MONTREAL.

The W. R. Brock Company, Limited

TORONTO and MONTREAL

are placing in stock in A and B Departments their early shipments for

SPRING, 1901

of the well-known Fabrics manufactured by

The Canadian Colored Cotton Mills Co., Limited

Plain and Twilled Shirtings, Oxford Shirtings, Galateas, Apron Gingham, Tickings, Cottonades, Plain and Fancy Denims, Cycle Suitings, Cotton Blankets, Flannelette Sheetings, Flannelettes, Domets, Saxons, and a very attractive variety of

Fine Dress Gingham

Lawns, Jacquards, Chambrays and Silk Warps which for texture, finish and style are superior to any imported goods at anything near the same price.

Every buyer should examine these Dress Materials manufactured by this Company before giving Import orders.

The Dominion Oil Cloth Co.,

Limited

MONTREAL

Manufacturers of 

4 4, 5/4, 6/4 and 8/4 Floor Oil Cloths, in 3 qualities.

2/4, 5/8 and 3/4 Stair Oil Cloths.

5/4 and 6 4 Table Oil Cloths, in Woods, Marbles and Fancies.

5/4 Pebbled Muslins, Drills and Ducks. Shelf Oil Cloths.

*A large stock of these goods kept constantly
on hand by*

THE W. R. BROCK COMPANY,

TORONTO and MONTREAL.

..... LIMITED

DRESS LININGS.

One of the most important departments in the Dry Goods Trade.

Correct lines in staples and novelties kept in stock, which is always large and well assorted.

A specialty made of all goods manufactured by

THE MONTREAL COTTON COMPANY,

Winners of the Grand Prize at the Paris Exposition in competition with the world.

MONTREAL AND VALLEYFIELD, QUE.

CONSISTING OF . . .

Linenettes, Percalines, Twill Silesias, Sateen Jeans, Surahs, Foulards, Colored and Fast Black Sateens, Mercerised Sateens, Silkateens, Plain and Twilled Turkey Reds, Cotton Canvases, Colored Percales and Colored Buntings.

Experience has proved that no other manufacturers can produce goods which give better value and satisfaction to the consumer.

The W. R. Brock Company, Limited
TORONTO AND MONTREAL.

MAGOG PRINTS.

MANUFACTURED BY

The Dominion Cotton Mills Co., Limited

well known to the trade for their excellence of quality and designs.

For the season of 1901, the variety and style of patterns far surpasses what have been shown in former years, in Regattas, Plates, Fancy Dress and Indigo Prints, Bordered and Moreen Skirtings, Salisbury Suitings, Summer Suitings, and Printed Moleskins.

In their large mills this company also manufacture Grey Cottons, Bleached Cottons, Plain and Twilled Sheetings, Pillow Cottons, Ducks, Drills, Canton Flannels, Towels, Towellings, Quilts, Cotton Yarns, Carpet Warps, and Grain Bags.

Samples of above goods are now being shown for Spring by

The W. R. Brock Company
TORONTO and MONTREAL. LIMITED

WINDOW DECORATING—Continued.

effective manner. If it is the line made of silver novelties, ebony goods, china and bric-a-brac, the background can be arranged with small shelves to accommodate the standing pieces, while the smaller articles can be fastened to the background and the moon and the larger pieces arranged about the base.—Dry Goods Reporter.

TRIMS AFTER THE HOLIDAYS.

A Short Chat with "Dry Goods Review"
Readers by Arthur W. Humber.

The majority of merchants consider it important that their window displays must be very attractive during the holiday season. This is certainly correct.

But, now that the holidays are over, why should the windows be neglected; should they not be still made more attractive?

The demand for fancy goods, notions, etc., is very small. The public are alone interested in staple and necessary articles. The goods carried over from the holiday stocks may be large or small, but whatever there is the reduced prices are put on and they must be cleared out as soon as possible.

The windows must now be used to the best advantage. The people must be tempted into buying that which they really do not want.



A Kid Glove Display.

But the question is asked: How can a window sell goods? The answer is: By having the window dressed in such a manner that the public stop. They examine the goods displayed, and consider the price which is attached to each article. The result is in many cases that they step inside and ask to see a piece of goods like that displayed in the window, so that it may be examined more closely. Be the quantity bought great or small, the credit of the sale is due to the window. Perhaps, before leaving the store, other articles may be bought. The display has sold its own goods and aided in selling others. Every shrewd business man who has looked into this art will at once see that the modern displays are the best drawing card that he can obtain for the benefit of his business.

At this season of the year the displays of goods that are to close out at once should not be left in the window more than two or three days, and each display should have a large bold ticket. During this season the trimmer must be wide awake.

Of late, some have condemned mechanical displays for backgrounds. But the shrewd trimmer has found it best to have a background of some mechanical arrangement that will stop the passer-by, and, with the aid of attractively arranged

goods, with their prices, many will be drawn into the store. The attractive window is the business window.

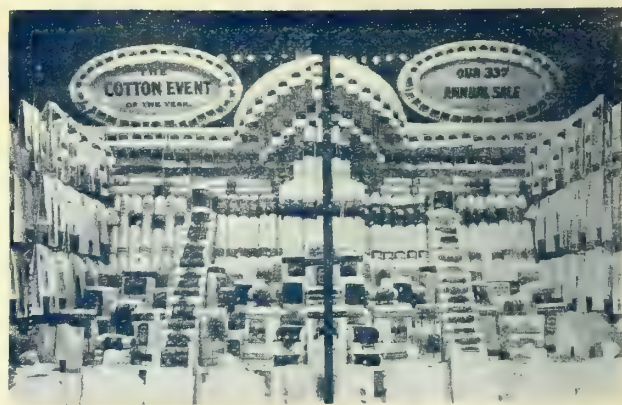
Some merchants say: "Oh, we only leave each display in for a day or two, and it is of no use spending a great amount of time on them."



Draping of Silks or Dress Fabrics.

Ask that merchant why he does not leave them in longer, and he will have to answer you: "Because they do not command the attention of the public any longer." Certainly, they will get tired of looking at something that has no beauty or attraction of any kind in it. Put in your windows creditable displays with the detail work well carried out, and your goods may remain in the window at least one week, and, in most cases, longer, if necessary. You often hear of trimmers who can do elegant work, such as those who can remove a display, have the glass cleaned, and complete the display in half a day. But examine the displays put up by these men, and you will generally notice that the same backgrounds are left in. The mirrors have not been cleaned. The drapings are very poor. In fact, the detail work has been entirely left out, and still these men are counted good trimmers.

We would not, however, wish to impress that quick displays are not always attractive or business windows. Some fairly attractive displays can be gotten up with carpets, cloaks, or dress goods in a very short time. And again, seldom do two windows require the same amount of time to complete them. One display of certain goods may require twice the time to arrange, and yet to the unexperienced does not appear to have been much more trouble to arrange than the one that took just half the time.



A Display of Cotton Goods.

It is always best to follow the old motto: "That which is worth doing, is worth doing well."

The merchant who looks for a rush of people into his store as soon as the trim has been completed is certainly on the

Montreal, Dec. 24, 1900.

Dear Sirs,--

Thanks, the same to you and many of them. By the way, we have about 600 more of those fine, old-fashioned, turkey-chintz eiderdown quilts, and it don't pay us to carry them over at any price. A few dozen should take well in your January clearance sale, and would pay you a profit at \$3.00 retail. Oh! certainly, we guarantee them to be perfect.

Yours, very truly,

THE ALASKA FEATHER AND DOWN CO., Limited.

301 St. James St.,
Montreal, Que.

W. TAYLOR BAILEY



Upholstery Supplies,
Drapery Fabrics and
Brass Goods,

MANUFACTURER OF

Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

WINDOW DECORATING—Continued.

wrong track. A lady passing by may notice a nicely arranged article in the window, and yet she may not buy at that time; but two, or probably three weeks later the clerk is asked for that article that was displayed in the window some time back. She purchases it, and again the credit of the sale is due to the window.

Perhaps, a certain pretty display does not sell one article. But yet, has it been a total failure? No! The beautiful line of trimmed windows proves that the merchants are hustlers, up to date business men.

The following are a few ideas that can be used to advantage during this season of the year:

First of all, dress a form as a prisoner.

Build a framework in the back of the window in the form of a prison with one deep opening. Cover this framework with mid light grey slate linings, now take some chalk and draw irregular lines over the lining. This will give you a good imitation of stone. For the bars of the opening use black braid skirt binding. Now, behind the bars place the prisoner. Over the opening place a sign:

"FOR THIRTY DAYS,"

or 10 days, if that is the length of the sale. Below the opening place a sign:

"SPECIAL SALE OF CLOTHING,"

or whatever the sale may be. Before the prison place your goods, and with each article place the cut price. This will prove novel and attractive.

As we are now near the end of the South-African War, a patriotic display would prove very attractive. Put in your window a form dressed as a Boer warrior. Suspend him from the ceiling with a rope around his neck. You will strike a responsive cord in the hearts of the people, and your store window will be the talk of the town.

TO THE TRIMMER IN THE COUNTRY TOWN.

When we speak of the trimmer in the country town we not only allude to those in very small places but to those in larger places who are given other duties in the store than window and interior decorations.

Let one look through the stock of one of these small stores and he will say to himself, how can an attractive display be gotten up with such goods? Not only a small stock but not a great variety of showy goods. We do not find, as a rule, in the small store the wax figures, mirrors, or nickel display stands. One can readily see under what disadvantages the decorator is working.

But the trimmer must not walk right up to the head one and say this cannot be done; we cannot dress our windows under these circumstances. Let him look around. Perhaps there are a few pieces of lumber in reserve around the building. Now, then, go to work and make some forms and stands. Some of the best drapes can be made on the stands made from the commonest lumber.

Perhaps there may not be enough of one line of goods to make a display. If not, work two lines together. For instance, underwear and hosiery; floor oilcloth used with feather dusters; dress goods, parasols and trimmings. Rugs and curtains go well together. But don't try to cram a little of everything into the window. This will confuse the eye, and the result will be that the trim has been a failure.

For backgrounds, frames of different designs covered with cheesecloth answer very well. The beauty of these frames is that they can be easily changed and you can have a number of different backgrounds.

While trimming the window a good idea is to stretch across the glass a piece of muslin or cotton on which is painted in good plain letters some phrase such as, "Watch this window," or "We are preparing something for you," or "This display will interest you." After the trim is completed the muslin is removed.

In most cases the heaviest part of the trim should be in the centre of the window and the next heaviest at the sides or edges. Keep the heavy central part well back. Don't keep working up close to the glass. Be sure and have your framework built strong.

Don't be afraid to take a walk around the town and study the other windows. There is room for the best to learn. Perhaps you will get an idea out of your neighbor's display that, when combined with your own ideas, you can make a very pretty and attractive display.

In the smaller towns we cannot expect the trimmer to be well up in the art of draping, as he has no chance to see and learn. He can be competent along the lines of pleating and puffing as these he can learn himself. Of course, there are some who can study and teach themselves how to make very good drapes, but there are a great many who never learn how to drape until they are shown how to do it. There are very few windows in which some kind of drape cannot be used to good advantage.

Begin right and you may succeed; begin wrong and you are certain to fail. Become acquainted with trimmers of other stores. Talk together on this art and you will find that one can help the other greatly.

A. W. H.

THE ERECT FORM, STRAIGHT-FRONT CORSET.

That a complete revolution in corsets is taking place is a belief expressed by the best authorities. The French corset is capturing the markets both in Europe and America, and its appearance in Canada seems to presage the same result here.

The straight-front corset, so good judges say, has come to stay. The idea was first applied to high-grade and high-priced Parisian corsets, but now this season it is finding its way into Canada at the popular prices.

The erect form, straight-front corset, which Brush & Co. are showing the trade, began to go with a rush for holiday and Christmas trade, and its prospects for Spring are unequalled. This form of corset fits perfectly, because its shape conforms to the natural body, instead of making the waist of the wearer conform to the idea of the corset. The idea is with the erect form, straight front corset to have no pressure at the waist line, so that the weight of the skirt will hang from the hips and not the front of the corset. The distinguishing characteristic of the new corset, therefore, is that it helps the health of the wearer, and, at the same time, gives the figure a more graceful shape than can possibly be obtained with the old curved waist line.

Mr. P. M. Lemaistre, who has charge of Tooke Bros., Limited, shirt waist department, paid a visit this season to the large shirt waist centres of Canada, and reports an increased demand for the better class of goods, with a stronger desire to leave the actual style to the manufacturer, merely picking up the novelties in cloths, which, as Mr. Lemaistre remarked, is a very strong feature in their spring range.

We Get Compliments

from our customers sometimes that please us very much.

HERE ARE A COUPLE OF SAMPLES:

ONE SAID...

"There's one thing about your goods, Page, when we send them out, **they stay out, they don't come back.**"

ANOTHER SAID...

"It has been remarked on more than one occasion, in our office, how **prompt** you are in shipping goods."

This, coming as it does, from **two of the leading wholesale men** in Canada, is, we think, a pretty good criterion of the class of goods we sell, and the way we do business.

Can't we do something with you?

PAGE BROS. & CO.

Manufacturers of HAND-MADE WOOL MITS and
LUMBERMEN'S SOX that ARE HAND-MADE.

— OJIBWA, ONT.

Selling Agents: GEO. D. ROSS & CO., Montreal and Toronto.

James Coristine & Co., Limited

FUR MANUFACTURERS

469 to 477 St. Paul Street.

— Montreal.

James Coristine & Co., Limited

FELT HAT MANUFACTURERS

469 to 477 St. Paul Street.

— Montreal.



The Outlook in Fur Prices.

Canadian fur buyers are naturally anxious to know how the forthcoming fur sales in London are likely to turn out. According to the prices which the Canadian fur buyers will have to pay there, the prices to be charged by fur dealers next Autumn to Canadian purchasers of fur garments must be regulated. The large sales, that is, those of the Lamson and the Hudson's Bay Company, are set down for January 18 to 25, but the so-called "smaller sales," which are really large affairs, will be going on from December 10. Therefore, most of the Canadian buyers are either now in London or on their way there.

Notwithstanding that the conditions of the past year or two have brought about high prices, and that the wearing of fur is still one of the fashionable features in both women's and men's attire, there are expectations that the sales will show some decline in present rates. It is believed that some furs, at least, will touch a lower level.

The trade in furs in the United States has recently been disappointing, and this will be apt to make American competition less pronounced at the London sales this month. It is therefore possible that the January sales will result in lower prices than for the last two or three years. There may be some exception, of course, but it is contended by some that such furs as fox, racoon, skunk, etc., will go lower. The price of fox, for instance, is considered in the trade to have been abnormally high. The actual value of a skin should range from \$1.50 to \$2.50, but, at the present quotations, \$4.50 is the lowest offer that would be entertained. In many cases high prices of this kind were never realized. Often the owner would simply buy them in at the high price expecting that the demand would, later on, bring purchasers at his figure. As time goes on the chance of realizing such prices becomes less certain.

Another factor which the January sales will show is whether Chinese goods have found their way out in the same quantities as before. The port of Tien Tins is something like Montreal, and closes late in the Autumn. Advices from there up to about December 1 indicated that furs had not found their way out for several months, so that the market may be short of these supplies. The opinion of close buyers is that there is no room for advances in prices at the London sales.

City Prices In Fur Caps.

As country dealers have to directly compete more or less with the furriers in the cities and nearest towns, it is of importance for them to know what certain furs are retailed at in large places. Especially is this so in fur caps, which form the bulk of the fur trade for the average country dealer.

Persian lamb, which is the leader in fur caps, is sold for \$7.50 to \$10 in the wedge shape. The Persian lamb driver, with peak turned-up or down, and sliding band, retails for

\$8.50. The Dominion shape in Persian lamb (sort of a wedge shape with band) sells for \$7.50 to \$9.

Sealskin is another rapid seller. The wedge shape retails for \$12 to \$20, the driver \$15 to \$20, and the Dominion \$16.50 to \$18.

Natural Canadian otter, wedge shape, sells for \$12 to \$22. Otter tail caps run from \$10 to \$13.50; beaver wedges, dark colors, \$9 to \$13.50; mink wedges, \$13.50 to \$16.50.

Old men's caps, with round crown and peak, in electric seal, astrakan, otter and seal, and sealskin, are sold for \$4 to \$10. Sea otters, with seal tops, run from \$40 to \$75.

Among the cheaper grades electric seal is probably the best seller, at \$3 to \$5. Australian otter wedges go for \$3.50 to \$5; Moscow beaver, \$3.50; natural nutria beaver, \$2.50 to \$5; Bokhara lamb, \$3 to \$5; and astrakan wedge, \$3 to \$4.50. Imitation Persian lamb caps, Dominion shape, are retailed at 50c. to \$1.50.

WAISTS MANUFACTURED FROM PROVIDED MATERIAL.

The New York Silk Waist Manufacturing Company are preparing Spring samples which will be on the road about January 1. The cheap lines will be sold through the leading wholesale houses, but the finer grades will be sold direct to the retail dealers.

This firm intend to meet a want that has been felt by the trade for some time. There are quite a number of large dealers throughout the country who make periodical visits to Europe to purchase goods; these people can buy the silk needed to make waists at import prices, and if they could have this silk used to make the waists they sell they would save the manufacturer's profits on the silk. The New York Silk Waist Manufacturing Company intend to cater to this trade, for they are ready to take all the material sent in and make waists from it. A trial is solicited and style and fit are guaranteed. The customers may or may not furnish trimmings, just as they choose. Special rates are quoted for large quantities.

TUCKED SILKS FOR BLOUSES.

A Montreal wholesale house are placing a novelty in the form of tucked, hemstitched and drawn silks upon the market. This form of plain silks will be stylish next year and ladies will welcome the ability to procure the semi ready costume. The tucking, hemstitching and drawing of the silks increases their value by about 100 per cent. This is a feature of the trade in blouse materials worthy of notice by the dry goods trade.

A NEW DEPARTURE.

With the advent of the new year, the Canada Fibre Co., that old and reliable firm, will go thoroughly into the manufacture of bed pillows. This notice on the face of it would appear to be a very small matter, but anyone who had a glimpse of the numerous and expensive machines lately purchased by the above company for this line will readily agree that it is a business of very large proportions. These machines are all the latest and most improved that money can buy, but the Canada Fibre Co. expect that, with the advantage of a thoroughly up-to-date system, they will be in a position to offer special inducements to the trade.

A full stock of FUR GARMENTS, CAPES, NECKWEAR, COATS, Etc., in stock. Write for prices and illustrated catalogue for styles.

EDGAR, CORISTINE & CO. HATS and FURS. 517-519 St. Paul St., MONTREAL.

Successors to GREENE & SONS COMPANY.

Newey Bros.

Dress, Mantle, Military,
Tent and Spring
Hooks and Eyes.

105 to 109 BREARLEY ST.,

Birmingham, Eng.



CARPETS and RUGS

Standard goods, eleven different brands as follows :

- "LEADER"—a ready seller.
- "CHICORA"—for a cheap carpet second to none.
- "ROYAL"—sells at sight,
- "ANGORA"—a cheap article with superb qualities.
- "CRESCENT"—most beautiful.
- "MAGNET"—a cracker for 50c.
- "DOMINION"—a super carpet at a medium price.
- "OXFORD"—a wearer.
- "GRANITE"—the name sells it.
- "CANADIAN"—noted for purity, the best 2-ply wool carpet in the world.
- "MONARCH"—our famous 3-ply.

YOU SHOULD SEE THEM.

Rugs, Mats, Curtains, Covers.

Canadian Agents for THE MOSS ROSE MFG. CO.,
of Philadelphia.

ROYAL CARPET CO.

GUELPH, ONT.

The Galt Knitting Co.,

LIMITED

GALT, ONT.



Makers of the

"Tiger Brand"

of Underwear, in plain and fleeced effects.

EIDERDOWN SPECIALTIES
and SHOE FINDINGS.

HAT MAKING IN CANADA.

THERE is very little known among merchants of the hat manufacturing industry in Canada, although there are as thoroughly equipped and modern factories in this country as in any other. Their numbers, however, are few. The fact that styles in hats originate mostly in Great Britain or the United States gives the goods imported from those countries a prestige not enjoyed by our own makes, although the identical shapes and qualities in goods are made by Canadian manufacturers that are used by either British or American. The products of Canadian factories are, notwithstanding the somewhat unfavorable conditions, becoming more and more popular with dealers every season. A visit to one or two of our large hat factories will convince anyone that dealers in Canada will not suffer by confining their buying wholly to Canadian firms.

The Dominion Hat Works are situated in Toronto, where they have been in operation for nearly a decade. They pay more attention to the manufacture of ladies' hats than men's, though, in fedoras for men's wear, they are supplying the trade all over the country. The blocks are imported direct from New York as soon as the fashion comes out, and hats are made from them immediately, so that there is practically no difference in time between the manufacturing of a certain style in other countries and in our own.

The blocks after being used one season are seldom, if ever, employed again, as the styles are always different from any preceding one, so that a great deal of money must be spent in this way. In one room of The Dominion Hat Works factory there is a pile of blocks which have accumulated during the ten years that the firm have been doing business.

The hats made here have no trace of "localism" about them. They cannot be distinguished from the best imported goods from Great Britain or the United States. As to quality and cheapness, no more need be said than that the trade generally are looking with more and more favor upon Canadian-made hats. They must be made of as good material, in as fashionable shape, and at as low a price as imported goods, if they are to hold their own on the market, and the fact that they are not only holding their own, but gradually taking the place of foreign-made goods, is proof that they possess these qualities to a marked degree.

Another large Canadian hat factory is Robt. Crean & Co.'s, on Balmuto street, Toronto. Here, every operation in the making of a hat is performed, from the time when the rabbits' fur is received from England in paper bags until it goes forth to the jobbing houses in the shape of hard or soft hats. Different grades of fur are mixed together, proportioned to the quality of the hats to be made, and fed into a machine called a "devil," which more thoroughly mixes the fur.

From the "devil" the fur is taken to a six-section blowing machine. The sections are separated from each other by wire screens, underneath which rollers carry the stock from one to another. Fans beneath blow the fur through each of these compartments, so that when it finally falls into a box at the end of the machine it is free from all "dags," pieces of skin, or other foreign substances. It is then taken from the box and weighed out.

The next operation is the "forming" of the fur. The forming machine takes the fur in at one end, and at the other, in an inclosed box, a large copper cone, perforated with

thousands of small holes, collects it, until the cone is completely covered with a coating of fine fur blown on it by fans. The cone is then covered with cloths and immersed in hot water to make the fur wet. When it sets it is stripped from the cone and keeps its shape, that of a bag, with a large mouth, and running to a point at the bottom. This is the first stage of the hat "body," and it is now ready for felting, being three times the size that it becomes after going through the sizing machine.

In the sizing department the large bodies are first "wet down" and then put through the rollers of the sizing machine, the operation bringing them to one-third their former size, or about a foot high. They are then dried and sent to the stiffening machine. This consists of nothing but rollers, through which the hats are passed, after being dipped in shellac. Soft hats are dipped only as far as the brim is to come, the crown not being stiffened at all. Hard hats are immersed in the shellac. Each body is dipped in the shellac and passed through the rollers two or three times.

Next come the tip stretching and brim-pulling operations, done by automatic machines, the first of which stretches out and rounds the pointed top of the felt body into a nearer semblance to a hat crown, while the other machine holds the crown on a sort of cone and pulls out the brim. After coming from these machines the felt body has the shape of a hat to a considerable extent. The blocking machine then stretches the crown and brim to a certain measure. The hat is then dyed.

Again they are dried, and taken into the pouncing room, where, as they rapidly revolve on machines, the rough surface is smoothed by sandpaper.

The hats are then sent to an ironing machine, where they are made still smoother. After ironing, soft hats are put into the brim press, which serves the same purpose to the brims as the ironing does to the crowns. They are finished with very fine sand paper, and ready to be shaped. Stiff hats are finished by being put under a hydraulic press, about 300 pounds pressure being put on them.

Curling machines first turn up the edge of the brim, after which the hats are placed over a wooden flange, carved in the shape that the brim is to take, and pressed down by a heated sandbag. The curling machine for stiff hats is a very complicated affair, turning both sides at once, which can be set to any measure.

Finally, the hats are trimmed, both machine and hand-work being used in the binding and leather, and after being brushed and smoothed with a heated cloth are ready to be shipped.

NEW METHODS IN SELLING WOOLLENS.

The firm of R. B. Hutchison & Co., composed of R. B. Hutchison, late of the firm of Hutchison, Nisbet & Auld, and his son, Mr. H. B. Hutchison, started in the jobbing business some six months ago and have been steadily increasing the volume of their business.

Their system of doing business is something of a departure from the ordinary methods. Dealing almost exclusively in goods bought at job prices, and depending largely for their business from samples sent out to the trade, their business is done at a minimum of expense and they claim they can and do sell at close prices upon short terms, viz., 30 days from first of following month less five per cent. As the trade of the country is rapidly getting down to a cash basis, the firm have shown wisdom in adopting these methods and they will doubtless meet with deserved success. Mr. Hutchison is now one of the oldest woollen men in the trade in Canada.



*Returned
cut of Bldg.
to Apt. 130
16/2/01
2/69*

DOMINION HAT COMPANY

24 Bay Street,

TORONTO

Manufacturers of

MEN'S FUR FELT HATS.
MEN'S WOOL FELT HATS.
LADIES' FELT HATS.
LADIES' STRAW HATS.
CHILDREN'S FELT HATS.
CHILDREN'S STRAW HATS.



No. 810.

Our Latest Soft Hat---Made in Fur and Wool.

Prices, \$7.50, \$9.50, \$14.50, \$16.50 Per Doz.

Black, Tobac, Med. Brown, Seal, Pearl, Azure, Dark Grey, Nutria.

Commercial Travelling in Canada.



development of commercial traveling in Canada during the last 10 years is extraordinary. It has kept pace with railway building and other means for effecting the quick distribution of goods. One is reminded of this fact by reading the advertisement of The W. R. Brock Co., Limited, Toronto and Montreal, in this issue, and a few facts

concerning the travelers' staff of this extensive firm cannot fail to be of interest to readers. No fewer than 40 travelers cover the Dominion for Brock's, which seems a large number, but, after all, considering the size of Canada and the results which energy, pluck and constant application to business can bring, it is not surprising. In the Toronto house and Head Office, from which 21 representatives go out on the various routes, it has been the rule with the firm to fill vacancies on the road as they occur with young men from the warehouse, where possible. Of the Toronto house's staff of travelers 13 have been chosen in this way. Thus, an incentive is given to every young man who enters their employ to push forward to this goal. Of the group of travelers from the Toronto house the most prominent and well-known figure is :

Mr. R. W. Pentecost, who represents the company in the counties of Wellington and Waterloo, and portions of Halton, Perth, Huron and Bruce. He began his career with Kerr, Brown & Company, of Hamilton, and, while still a beardless youth in their employ, fought with the 13th Regiment against the Fenians at Ridgeway, in which engagement a brother of his was wounded so severely that he died from the effects. His then employers, recognizing his ability, placed him in a responsible position on the road, and, though still a very young man, the commercial fraternity soon realized they had gained one destined to make his mark, and that the army had, in all probability, lost a great general. He has now been steadily traveling for 30 years, over 20 of which were with the various firms presided over by Mr. Brock, and is hale and hearty and always ready for the fray. Following up a career of marked success, Mr. Pentecost was offered, and accepted, the position of director on the board of the present company when it took over the interests of the firm of W. R. Brock & Company two years ago. One could not find a better guide and counsellor for young travelers, and in his capacity as director of the company his special duties are to regulate matters connected with the various routes. About two years ago he took from the warehouse Mr. Willie Sutherland to accompany him on his journeys as assistant, to expedite traveling and generally help in pushing trade.

Mr. Willie Sutherland has proved an apt pupil of the "Old War Horse," and, though still in his minority, as far as years are concerned, is following so closely in the footsteps of his illustrious chief that he is known as "R.W.P.X."

No traveler is better known or more highly esteemed on the ground between Toronto and Sault Ste Marie than Mr. R. H. Mitchell. Good tempered, kind-hearted, patient and cheerful under all circumstances, he secures customers wherever he

goes, who are always pleased to see him and never send him away empty-handed. Having confidence in the samples he carries and the house he represents, his is a fair, straightforward fight for trade, unmarked by "smart" tactics to obtain orders. Mr. Mitchell began his traveling career over 25 years ago with the late firm of John Robertson, Sons & Company, and has been nearly 20 years with his present employers.

Mr. James Smart Anderson pushes trade in the county of Dufferin and portions of Bruce, Grey, Wellington, Huron and Perth. The nick-name, "Brock's Monument," applies equally to his height as to his upright character, and all who have the pleasure of his acquaintance swear by "James." Mr. Anderson is a graduate of the Brock house, having entered the office as a boy and ascended the ladder of success step by step. During the millinery openings and Fall Exhibition his numerous customers make a point of securing his services when in the warehouse, and insist on his personal attention in each department, so that it is with difficulty that he renders equal justice to all.

Mr. Rhys Dakers Fairbairn, who represents the company in the district commonly known as the Niagara Peninsula, commenced his business career with the well-known firm of John Catto & Son, which is a guarantee of thorough training and up-to-date methods. After some years, young Fairbairn decided that the wholesale house of W. R. Brock & Company was the proper place to give his progressive notions the chance of expansion they merited. Serving in the house for a number of years, he was selected by the firm to fill his present position, and has ever since done so to the entire satisfaction of every member of the board of directors and the general appreciation of customers. Believing that to keep properly in touch with his clients he should reside in their midst, he has lately taken up his abode in the city of Brantford, where a large circle of friends and acquaintances have welcomed him.

Mr. Robert B. McBurney has a very much cut-up territory to cover, including portions of the counties of Lambton, Middlesex, Wentworth, Oxford and Norfolk. Gifted by nature with a pleasing, open manner, he has made a host of friends for himself during his time on the road who are not likely to "go back" on or forget him, for "Mac" wears well, and the more you see of him the better you appreciate his sterling qualities. From the first, his study has been to make his customers' interest his own, and no amount of pains and energy is spared on his part to accomplish this object.

Mr. C. A. Douglas, whose territory embraces that prosperous portion of Ontario west of London on the G.T.R., and on the Michigan Central from St. Thomas to Windsor, is one of the rising young men of the day. Courteous, agreeable, and up-to-date in all respects, Charlie's name is a household word in each town and village over that part of the country which he visits.

Mr. William Edgar Young covers the ground from Toronto to Kingston on the G. T. R., and to Sharbot Lake on the C.P.R., and his career, so far, has been an eminently successful one. Previous to representing the company where he now does, he opened up for them a comparatively new ground—going as far east as the Townships, and so successfully hombarding Montreal itself and the vicinity as to carry a large volume of desirable trade with him. When Mr. W. J. Clarke, an old and valuable representative of the company, was offered and accepted the position of manager for the Manufacturers' Life Association

CLOTHING



ESTABLISHED 1890.

Perfect Workmanship.

Custom Tailoring Effect.

Strictly Fashionable Appearance.

MONEY-MAKING OPPORTUNITIES — FOR — RETAIL CLOTHIERS.

We have just finished stock-taking and have several lines of over-mades in Men's Suits which we purpose clearing at greatly reduced prices. We extend a cordial invitation to buyers to visit our warehouse.

Sample Suits sent on approval by express - charges prepaid.

Special attention given to LETTER ORDERS.

W. E. CHALCRAFT & CO.,

71 and 73 York Street

MAKERS OF FINE CLOTHING,
WHOLESALE.

TORONTO

COMMERCIAL TRAVELLING—Continued.

for Manitoba, at Winnipeg, Mr. Young was offered his position by the firm and has proved himself a successful follower of a most successful predecessor.

The Ottawa district is one in which the keenest competition exists between the rival houses of Toronto and Montreal, and it takes a man of no light weight to extend the trade over such a territory. In this respect, Mr. Robert Cooper, the company's representative, has proved the mettle of which he is made, by securing a large share of the best business to be had on the ground. Patience, perseverance and energy are distinctive qualities possessed by Mr. Cooper, which have enabled him to wage successful warfare in a district that until recently was regarded as a Montreal preserve. Previous to going on the road he had charge of the letter-order department in the Toronto warehouse and was largely instrumental in developing the extensive business that is now done through that channel.

Mr. T. H. Smith, who represents the company in the north country, is as well known and appreciated on the road between Toronto and Haliburton as the rising sun, and, as one of his customers remarked—"just as welcome." He is a keen-eyed, straightforward hustler, and has met with well-merited success as a traveler, taking hold of that ground in its infancy and nursing it into stong manhood, so that the orders that now reach the company from him and his clients are amongst the best on their books. Mr. Smith has had the right kind of experience to make a good commercial man, having commenced his career behind the counter, thus obtaining a thorough knowledge of the business which enables him to give his customers the advantage of his training, and of thereby warning them against the shoals and quicksands of over-buying that have wrecked not a few prosperous businesses.

Mr. T. B. Devaney reigns in Winnipeg and over the Province of Manitoba and the Northwest Territories, occasionally letting the light of his countenance shine in Northern Ontario. Mr. Devaney has made a specialty of getting goods suitable to the peculiar requirements of the various sections of his country, and the house now imports for him many lines only in demand in certain portions of his territory. Success and popularity have attended him in his short sojourn in the West and promise to follow and augment his endeavors in the future.

Mr. H. T. Tilley, with headquarters in Vancouver, works the Province of British Columbia in the interests of the Toronto house, and is a striking example of the company's policy of giving those young men who have been educated and brought up in their employ and who have proved themselves worthy an opportunity to undertake a position of trust and responsibility. He entered the employ of W. R. Bock & Company as a mere lad, but with constant zeal and application worked himself steadily to the front, and now, though situated on the other side of this continent, with the same indomitable energy and straightforwardness still holds the trust entertained in him and wins golden opinions and orders wherever he goes.

Mr. F. P. Lillie's territory is in the extreme east, comprising the Provinces of New Brunswick, Nova Scotia and Prince Edward Island. Though a Toronto boy, he is thoroughly at home down by the sea, having traveled the ground previously for The Gile Manufacturing Company. Quiet, unobtrusive, painstaking and conscientious, he creates a favorable impression wherever he goes, and customers once made, rely on him and stick by him. He has given special attention to the peculiar require-

ments of his large clientele, and many lines desirable for their particular trade, which are ordinarily hard to find, can always be had from him. Mr. Lillie's steadfast labors in the far east have been productive of much good fruit for the company, and an increasing harvest is assured.

Mr. Allan G. Biette, who represents the company in the counties of Grenville, Carleton, Russell, Dindas, Stormont, Glengarry, Prescott, Vaudreuil, Soulanges and the Eastern Townships, is one of the many members of the staff, who, entering the employ of the firm in his boyhood, has, by untiring perseverance and loyalty to the interests of the house and its customers, made for himself a position to which he can point with pride, if his innate modesty did not prevent him from doing so. Although one of the youngest on the road, and covering a most important section of the country, the firm have been fully justified in their estimate of his ability to successfully work a territory in which the trade competition is exceedingly keen.

Mr. John Gordon Dodds, representing the company in Toronto and the county of York, is another traveler who, entering the warehouse when a mere lad, received all his training there, and reached his present position by earnest application and a steadfast desire to serve both the house and its patrons. He is a well-known figure in dry goods circles, and he may be seen any day with a parcel under his arm hustling up Yonge street or along King to show samples of special values which he is always on the lookout for.

Mr. Reginald German, who looks after the woollen interests of the house in Toronto city, is a traveler who can't take "no" for an answer. He entered the employ of the company three years ago as assistant in the department he now represents, but his ability soon gained for him an out side position, and the wisdom of the selection has been demonstrated by his phenomenal success.

Mr. C. D. Gower, who gives his entire attention to the sale of carpets and housefurnishings on the road, is a gentleman whom everybody is glad to meet. Though only lately connected with the company, he has, by his universal courtesy, made himself popular with all, and it would be hard to find his enemy. He was for some years closely identified with the late firm of John Birrell & Co., of London, Ont., where he was highly esteemed.

Mr. A. H. Robertson, traveling for the woollens over the territory from Toronto to Windsor, makes a specialty of ladies' and gentlemen's tailoring goods, and looks exclusively after this branch of the business. He made his trial trip some two years ago, as an experiment, which proved so eminently successful that he has been retained ever since, and now boasts of having one of the largest and most valuable connections in the west.

Mr. W. S. Walker, special woollen representative for the house, over the ground between Toronto, Montreal and Ottawa, started as a "Knight of the Grip" with the late firm of McMaster & Co., and was afterwards engaged by Gordon, Mackay & Co. He is one of the most popular young men on the road, being well liked by everyone with whom he comes in contact. Though only occupying his present position for about a year, he has proved himself a hard working and clever salesman, who takes every pains to please customers.

Mr. A. J. Hurd, special traveler for the carpet and house-furnishing department, has for many years been in the employ of the company, and is noted for his absolutely straightforward and conscientious methods of doing business. He would

An Ingrain Season Extraordinary.



BELIEVING that the conditions are favorable for a heavy increased demand for **INGRAIN CARPETINGS** of the right kind, we have exercised unusual care and spent much money in the preparation of the **NOTABLE OFFERING** in **EMPIRE MILL FABRIC**, for the Spring of 1901.

A large amount of new machinery has lately been installed, especially adapted to the production of the popular **INGRAINS**, and the line shown is in every respect a very unique one, the designs and colorings being strictly new and of a class likely to excel anything now being offered to the **TRADE**.

The skill of the designer's art is strongly evidenced in the drawings and colorings embodied in our

Empire Extra Supers

and as a whole, the **EMPIRE MILLS** product includes every desirable grade which a manufacturer's experience of many years would indicate as pleasing to the retailers and consumers.

OUR SPRING LINE, which is being shown on the road, merits careful inspection and a liberal share of your orders. The assortment includes

EXTRA SUPER WOOLS
EXTRA C.C.'S
EXTRA SUPER UNIONS
ART SQUARES

EMPIRE CARPET COMPANY

St. Catharines, Ontario.

COMMERCIAL TRAVELLING—Continued.

rather stand in his own light than deceive anybody by word or deed, and his hosts of friends and admirers look to him for words of counsel and advice when in doubt.

Mr. R. G. Hector, the last name on the list of the Toronto house, is a gentleman too widely-known throughout the length and breadth of the country to need description. His experience is so extensive that he is ready at all times to step into a breach, and at a moment's notice can fill a gap in any section of the country where a temporary vacancy may occur from sickness or other unexpected conditions. He, like Mr. Pentecost, wears a medal for deeds of valor performed in active service during the Fenian Raid of 1866.

Lack of space prevents us from giving similar sketches of the 19 stalwarts doing heroic work in the interests of the Montreal house, but we hope to be able to do so in some future issue. In conclusion now we would just add that it would be hard to find a better collection of men. Shrewd, capable, and with a thorough knowledge of the business, they are able to secure orders in all sections of the country and to prove to the keenest and most up-to-date merchants that The W. R. Brock Company, Limited, offer values, terms, etc., that are second to none in the trade.

A PROGRESSIVE CORSET CONCERN.

A tour of inspection of the Parisian Corset Company's Quebec factory was made a few weeks ago by THE DRY GOODS REVIEW. When one takes into consideration the fact that at the head of this firm is a man of many years' experience in the corset business, employing over 80 capable hands, and having the most modern machinery, it is no wonder that their "Empire" and "Flora" brands are meeting with such favor with the trade. These corsets are already so well-known that it is hardly necessary to make much comment upon their attractive features, other than to mention that, owing to their being the only corsets having the patent safety pocket, their sale cannot but help to be on the increase.

When asked as to the outlook for Spring trade, Mr. Cote replied that prospects for a busy season were exceptionally bright—even better than the past year's business, which is saying a good deal. They have travellers covering every section of Canada.

It might be well to mention that this firm are also now manufacturing paper boxes, under the name of the Royal Paper Box Company. This addition to their business promises to be very successful in every respect, owing to the fact that they have the most modern facilities for turning out the best and most reliable work. The foreman of this branch of the business informed our representative that they are turning out from 15,000 to 20,000 boxes per day.

A GROUNDLESS RUMOR.

The rumor has been circulated in the trade that the designer of the American Silk Waist Manufacturing Co., who has been the success of the firm, has severed his connection with the concern to start in business for himself. We are authorized by Mr. Cars to give this a flat denial. He is still with the American Silk Waist Manufacturing Co. and has no intention of leaving them. At present he is busily engaged upon Spring styles, and is always ready to comply with the demands of the trade.

SHIRT WAISTS.

ON another page can be seen one out of the numerous designs to be found in the 1901 Spring range of samples shown by the Tooke Brothers, Limited. There is probably no garment manufactured to-day that calls forth such diversity of taste as that of the shirt-waist or blouse trade. A visit to the city of its conception by their department manager during "Horse-Show week" more than verified the above statement. The variety of waists, from the finest fancy designs in silks to the plainer in French flannel or velvet, as worn by leaders of fashion, were to be seen on that occasion.

That the coming Spring season will be akin to the present demand this wide-awake firm have maintained from the outset, and show practically nothing but fancy waists from their lowest lines up.

The designs vary in each make of cloth and trimming, from the plainer class in percales to that of the higher grades in St. Gall effects, or cambric, nainsook, Swiss or batiste foundations. In this latter class of goods the Canadian market will be found in a better position for values than our higher-tariff friends across the line. This firm have been successful in securing sole control of these very latest novelties in tan batiste, worked in a large variety of designs and colors, for Canada from the largest and best makers in St. Gall. Buyers have placed orders freely for these high-class waists, and it has got to be generally understood by their clients that these matters of detail, as to style, have to be left to the manufacturer in filling orders, and, as an authority on fashion remarked, it is wise to have it so understood. The past reputation of Tooke Brothers, Limited, bears out this statement.

They are always pleased to answer any questions regarding future styles, when solicited by their customers. The position they occupy in the market, regarding styles, has in past years been second-to-none. Their facilities for executing orders since installed in their new premises is unlimited, they having one of the most complete factories on the continent.

H. L. Smyth & Co. have been appointed sole Canadian agents for the well-known dress goods manufacturers, Empsall & Firth, Bradford, England.

The demand for women's suits is growing rapidly, and a very extensive range in these is shown by John Northway & Son, which has been received by the trade with such favor that large orders have been booked for these goods for early shipment. Their range of homespuns, coverts, venetians and box cloths, in all the leading colors, is a particularly attractive one. They are experiencing a steadily-increasing demand for rainy-day or walking skirts, which they find to be very popular in plain or plaid-back materials.

A keen observer in passing through the wholesale house of John Macdonald & Co., Toronto, the other day, noticed a handsomely mounted set of smallware samples. Being interested in that line he had the inquisitiveness to ask who was the artist. He was informed that it was Mr. Chas. J. St. John, 79 Harbord street, Toronto, who makes a specialty of mounting all classes of samples for the trade. Goods nicely mounted and tastefully arranged are half sold is the verdict of all up-to-date business men. Those wishing to know more of Mr. St. John's work and methods in this matter can communicate with him.

THOS BROPHY,
FRED L CAINS
A W D HOWELL



23 St. Helen Street,

Montreal, December 22, 1900.

DEAR FRIENDS,—

Fourteen years ago, December 1886, we started in business for ourselves. Some of you who had known us as clerks kindly offered to share your dry goods account with us. You have proved our truest and best friends, and are to-day, we are proud and glad to say, among our best and largest accounts.

This will be the last opportunity we shall have to address you in the present century. We desire to extend to each of you, our friends of 1886, not forgetting for a moment the friends of later years, nor those who even within the past few weeks have given us a share of their trade---to each of you we return our sincere and best thanks for all you have done in aiding us to build up our present business.

We have had your confidence and friendship in the past, we hope to deserve and maintain it in the future. We shall strive hard and earnestly to do so.

We wish each of you and all your loved ones and the many hundreds in your employ, whom we also number among our friends, a Happy, Prosperous and Glad New Year.

Very truly yours,

BROPHY, CAINS & CO.

Department A. First Floor.

We wish to draw your attention specially to our Imported Staples, Department **A**. Many of these lines you have not seen. They will all be in the hands of our Representatives in January :

Printed Mercerised Satin Liberte.
Printed Mercerised Rayure Soie.
Printed Irish Dimity.
Printed Dimity Cord Muslin, a leader. Ask for No. 310.
Extra Value in Costume Linens, plain and fancy.
Piques and Bedford Cords, white and colored.
Colored Satanas, in two ranges, 60 shades each, at old prices.
Colored and Black Moire Lining, 50 shades, to retail at 25 cents.
Black Mercerised Broche Satanas.
Black and Colored Richesse Taffeta.
Black and Colored Soiette Lining.
Black Mercerised Satanas, our Standard Nos., at old prices.
Printed Black Back Dress Linings.
Four Ranges of Printed Dress Linings.
Art Muslins, Art Scrim, Art Sateens.
Fancy Curtain Muslins.
Plain, Twill, Crepe and Duplex Cretonne.
Complete Range of Household Linens.
Fine White Saxony and Cream Shaker Flannels.

Department B. Basement.

In Department B we have full ranges of Magog and Colonial Printed Goods; The Canadian Colored Cotton Mills Flannelettes, Shirtings, Gingham, Tickings, Denims, Cottonades, etc.; also the best values in Cottons made by the Dominion and Merchants Cotton Coy's, in Grey and White Cottons, Sheetings, Pillow Cottons, Bags, Warps, etc.

Our usual range of Montreal Cotton Coy's Standard Linings, etc.

BROPHY, CAINS & CO.

23 ST. HELEN STREET,
 MONTREAL.

Department C. Second Floor.

Buy our Silk Embroidered Vigoureux and Sateens. We are the only house in Canada that have the goods.

ALL
OUR
OWN
DESIGNS

{ French Printed Mousseline de l'Indienne.
French Printed Organdi.
French Printed Cachemire Rayé.
French Printed Silk Check Berege.
French Printed all-wool de Laine.

TRANSPARENCIES IN DRESS GOODS.

Plain and Figured Black Eolienne.
Black Undulating Stripes, Checks and Figures.
Black and Colored Lace Effect Transparencies.

Over 50 ranges of Black Figured Dress Goods to retail from 20 cents to \$4.50 per yard, including the very latest productions of the best makers, many of the lines being confined to us.

In plain black goods we have Black Cashmeres, Royalettes, Wool and Silk Warp Henriettas, Wool and Silk Warp Melrose, Repps, Epingles, Poplins, Crepolines, Biarritz, Zibelines, etc.

Grenadines in plain black, striped and figured.

Lustres and Mohairs in black, cream, navy and grey.

Glorias in black, grey, fawn and evening shades.

Henriettas and Serges in all shades and qualities.

Several ranges of **Very Choice New Suitings**, including hair lines in greys and other fashionable styles and combinations.

Fine French Opera Flannels in printed, self colors, checks, stripes and silk embroidered. We will not promise delivery of the silk embroidered goods before February.

SILKS.

Fancy and printed Silks to retail from 20 cents to \$4.50 per yard. All shades and prices in Colored Pongee, Surah, Taffetta and Jap Silks.

Our usual ranges of Plain Black and Broche Silks and Satins.

Silk Velvets and Velveteens—complete stock.

Department D. Third Floor.

Every indication points to Spring 1901 being a

LARGE WHITE GOODS SEASON.

We have anticipated this and bought accordingly, showing a much larger variety and higher class of goods than heretofore.

Swiss Spot Muslins. Lappett Dress Muslins.
 Checked and Striped Open Work Muslins.
 Mercerised Broche Muslins. Mercerised Striped Muslins.
 Mercerised Lace Effect Muslins.
 White Tucked All-Over Muslins and Lawns.
 White Combination Embroidered and Tucked Lawns and Muslins.
 Tucked and Embroidered Lawn Skirtings.
 Tucked Apron Lawns.
 Victoria Lawns. Persian Lawns.
 White and Black Mercerised Egyptian Lawns.
 Leno's Swiss Books. Lappett and Coin Spots.
 Laces and Lace Curtains and Nets.
 Ribbons. Trimmings. Braids. Handkerchiefs. Belts. Bibs.

COMPLETE RANGES SHELF SMALLWARES.

We ask special attention to our Swiss Embroideries, Insertions, and very high-class All-Overs.

Department E. Fourth Floor.

Men's, Women's and Children's Underwear.
 Men's and Boys' Top Shirts, Sweaters, etc.
 Cotton and Cashmere Hose and Half-Hose. Fabric Gloves.
 Sun Hats. Aprons. Sun Shades. Umbrellas.

"The true course of business to-day is direct from Manufacturer to Retailer."

THE RICHARD L. BAKER COMPANY

28 Wellington Street West, TORONTO.

The Gloves, Hosiery and Underwear Agency of Canada.

Mills Selling Agents for

S. LENNARD & SONS, Dundas

Manufacturers of Ladies' and Children's Underwear

The GODERICH KNITTING CO., Limited, Goderich

Manufacturers of Plain and Rib Wool and Worsted Hosiery

The PETERBORO' UNDERWEAR COMPANY, Limited, Peterboro'

Manufacturers of Men's, Women's and Children's Fleece-lined and Natural Wool Underwear

J. M. EISENSTUCK, Chemnitz, Saxony, Germany

Manufacturers of Cotton, Lisle, Silk and Cashmere Hosiery

HEINRICH GULDEN, Chemnitz, Saxony, Germany

Manufacturers of Lisle, Silk, Taffeta, Cashmere and Ringwood Gloves

R. H. POYNOR & CO., Kibworth, England

Manufacturers of Rib and Plain Cashmere Hose

GEO. BRETTE & CO., Belper and London, England

Manfrs. of Cashmere Hosiery, Lined Gloves and Natural Wool Underwear.

DIRECT TO THE RETAIL TRADE THROUGHOUT CANADA.

THE MAPLE LEAF BRAND



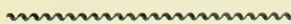
MAPLE LEAF BRAND

... OF Woollen and Worsted Hosiery

AS MANUFACTURED BY

THE GODERICH KNITTING CO., Limited, GODERICH, ONT.

Is admitted by all those who have tried it, to be the most perfectly made goods and best values in the trade.



The only way to feel sure that you are getting Maple Leaf Hosiery, and the best values produced by The Goderich Knitting Company, is to BUY THEM DIRECT FROM THE MILL, through their agents,

THE RICHARD L. BAKER COMPANY, - TORONTO.

REGISTERED

TRADE MARK



The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England

Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto

A BIG COTTON DEPARTMENT.

S. GREENSHIELDS, SON & CO. have recently made a very large purchase of flannelette, comprising 25,000 pieces; the entire stock of two mills. They also report having purchased 10,000 pieces of Magog and Colonial printed flannelette. All this stock they are offering to the trade at values below the manufacturers' usual prices.

The print department of this firm reports a large increase in sales over the corresponding months of last year, not only in prints, but also in muslins and mercerized sateens. For Spring they are making a special lead in their 6½, 8 and 10c. cloths, and in Crum's unrivalled makes of prints and sateens in all the newest colorings and designs.

In the staple department are to be found in addition to the general stock two or three lines of ticking that are being jobbed at good values.

A QUEBEC WHOLESALE HOUSE.

THERE is no more important wholesale house in Quebec (the "Fortress City of Canada") than that of P. Garneau, Fils & Cie. Just as this large establishment rises into prominence in this section of Quebec's lower town, so also does the business transacted within this house total up to great prominence in Canada's wholesale trade. Established in 1840, the firm have worked up a trade covering an area from Halifax to Vancouver, and which has outgrown building after building. For the past nine years they have occupied their present premises, and, although it is large and roomy, the expansion of trade and the multiplication of departments necessitate its utilization to its fullest extent. Each floor has its several departments, covering a large stock of foreign and domestic manufacture not exceeded in point of range in Canada.

The first floor, apart from the room occupied by their comfortable offices, is mostly devoted to cottons and linens. They carry an extensive and attractive range of bleached and unbleached cottons, fleeced goods and flannel-ettes of all grades and patterns. Their staples are bought and sold to give good value. Their lines of prints, linings, curtains and all auxiliary goods are up to date and well assorted. These lines take by no means an unimportant position with the firm.

Coming to the second floor we meet with their stock of woollens and dress goods, and, being an important department, it occupies most of the floor. As this firm is undoubtedly one of the largest woollen importers in the country, their stock needs no comment. They also believe in pushing the domestic article. Their stock of dress goods for Spring is handsome and stylish, comprising many lines, such as Italian cloths, plain and fancy lustres, mohairs, costume cloths, serges, venetians and vicunas.

On the third floor are carried the men's furnishings and smallwares—a stock continually showing novelties. Fancy goods, cloths, silks, Japanese goods, lacings, blouses, skirts, umbrellas, curtainettes and net curtains, ribbons, art muslins, white lawns and fancy muslins are shown in some profusion. The firm make a specialty of hosiery, and it would be difficult to find a more complete line of ladies' cashmere hosiery.

Underwear, carpets, quilts and flags constitute the stock on the fourth floor. Special mention should be made of their flags, which range in size from one yard to six. Their carpets and tapestry—brussels, hemps, ingrains, copper squares—show pretty colorings and apt designs. They are now opening

up their new importations for Spring, which will be received with favor. They report a good trade in Chinese mattings. A portion of this floor is reserved for the use of travellers when in the city.

The fifth floor is mostly used for storing reserve stock.

The receiving and shipping rooms are in the basement, where the most modern facilities are employed. A noticeable arrangement is the winding stairway which connects the basement with the office.

Altogether this firm show much enterprise, and Canada is to be congratulated upon the possession of such a progressive and up-to-date concern.

THE LACE BOLERO JACKET.

The accompanying cut represents a lace bolero jacket. This article is one of the latest creations of fashion and will be much in demand during the coming season. These goods are made of plauen, applique, and oriental-embroidered laces. The jacket is worn over silk or other material, the underwaist or



lining being of white, cream or other colors, and for evening wear or dress occasions the sleeves are worn without lining. The effect when worn either over the bare arm or the under-sleeve and waist is very rich and dressy. Kyle, Cheesbrough & Co. are introducing this article in a large variety of styles, patterns and qualities, and are sure they will prove of special attraction to all devotees of fashion and elegance.

During the greater part of the month of December, Mr. R. A. Brock, of the W. R. Brock Co., Limited, Montreal, was laid up in hospital, where he underwent an operation for appendicitis. We are glad to say that it was successful, and that at time of writing he is recovering nicely.

We regret very much the news received by Mr. R. C. Wilkins, Montreal, some days ago to the effect that Mr. Arthur W. Wilkins, who was among the first to volunteer on the first contingent to South Africa, has had his leg amputated just above the knee. In August last a 7-ton naval gun ran over his foot and, although the doctors hoped to save it, they finally had to amputate the limb on October 30. While on the road for his brother, Mr. Wilkins made many friends who will regret the dire calamity.

PROCESS OF CUTTING GLASS.

A S cut glass has now, to a large extent, taken the place of silver goods, our representative called on Gowans, Kent & Co, on Front street east, Toronto, for some information regarding the markets from which the best cut glass was imported. Our surprise was unbounded when we learned that this firm had already established a large cutting shop in connection with their wholesale business, and were actually producing on the premises the finest specimens of rich cut glass. In the cut-glass room, which is brilliantly illuminated, they show hundreds of examples of the cutters' art, embracing the whole range of useful table articles, from the odd-shaped little bon-bons to the large punch bowls, blazing with brilliancy. All buyers who visit the sample rooms of this firm, and who are true lovers of the beautiful, never fail to have a look through the "cut-glass room." For years the best cut glass has been made in the United States. When American cut glass became known to fame it was because of three things: First of all, the thickness and weight of the blank used, which admitted of great depth of cutting. Second, the exquisite designs, which were decidedly original and finely executed. And third, the exceptional brilliancy to which the glass was polished. The last was the principal factor in building the reputation that made customers for American cut glass on two continents.

The installation of the necessary plant for glass-cutting has entailed great expense. The very nature of the business is such that the finest effects must be produced if a worthy reputation is to be sustained. Therefore, some of the greatest cutting artists of the United States were secured by this firm. Among the men secured are some who have spent years in learning the art, and who have occupied the highest positions in such shops as Libby's, Dorflinger's, Hawke's, etc. They claim, with this combined experience, to be able to produce even better results than any of these celebrated factories. Only perfect blanks of the best quality—clear and white as any glass manufactured—are used.

Unusual care is exercised by these workmen that the lines of the designs are true and not overrun in "roughing" them out—an important thing in expensive cuttings. Each and every piece, whether it is a plain, low-priced design, or one of the most intricate, is polished on a wooden wheel by the most expert workmen.

The accompanying illustrations, which have been taken from real life, show some of the various stages of manufacture which result in the beautiful creations which are so much sought by those who can afford to buy them.

As the operation is a novelty—they being the only makers of cut-glassware in Canada—this firm have decided to extend an invitation to any of their patrons to witness the different processes through which the rough blank passes ere it emerges complete in all its sparkling brilliancy.



Rougher at Work—Metal Wheel.



Polisher at Work—Felt Wheel.

A CARPET BUYER'S PARADISE.

A carpet department with a floor space of over 12,000 square feet is an enormous affair when one comes to think of it. This is the extent of John Macdonald & Co.'s carpet department, and its general appearance is now in accord with its spaciousness. It is now practically a new department, as the walls and ceilings have been retinted, and not long ago a new hardwood floor was laid. The department looks attractive and will prove interesting to visiting buyers. During the renovation of the place the stock was perfectly preserved.

The Truro Knitting Mills Co., Truro, Nova Scotia, manufacturers of the now famous Stanfield's unshrinkable underwear, inform us that their new No. 3 mill is now turning out immense quantities of underwear which for quality far surpasses anything these mills have yet produced, and it is expected that in the near future these mills will be in a position to fill all orders promptly, and vexatious delays will be a thing of the past. For the convenience of their Ontario customers these mills now carry a stock at 43 Scott street, Toronto, where repeats will receive prompt and careful attention.

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Polisher at Work—Wood Wheel.



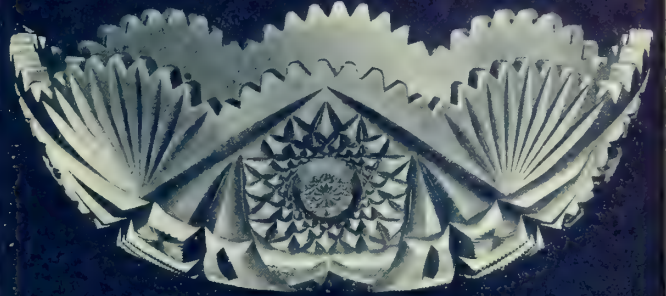
Smoother at Work—Stone Wheel.



Smoother at Work—Stone Wheel.



No. 1895 SQUARE BOWL, CUBA



No. 1896 OVAL BOWL, CUBA



No. 1925 ROUND NAPPY, BRILLIANT



No. 1926 SQUARE NAPPY, BRILLIANT

BLAZING BRILLIANCY

We are the only Makers in Canada.

A dealer who imports Cut Glass from any other country will have to charge double the price we ask.

Send for a sample of our \$4.00 8-inch bowl and compare it with your \$8.00 line.

GOWANS, KENT & CO.

Makers of Cut Glass

14-16 Front St. East, TORONTO.

THE W. R. BROCK CO., LIMITED, TORONTO.

SEVERAL special features have developed in dress goods for Spring, 1901, and orders are now coming in very freely on certain lines. The W. R. Brock Co., Limited, Toronto, report a good trade in their celebrated "Victorian" brand of plain materials, of which they have a full range of shades in those makes which are in vogue, notably, cashmeres, serges, velours, poplins, sedans, venetians, box cloths, fru-frus, drap de Paris, etc. They claim that better values or assortments in any of the lines mentioned are not to be found in the trade.

Another leading attraction of almost equal importance is the very comprehensive range they are showing in their 6/4 "Imperial" suitings and skirtings, which comprise all the new-mixture colors in homespun, camelhairs, friezes, rainy-day skirtings, ladies' cloths, etc.

Six special lines of tweed costume cloths have just arrived and been passed into stock, and the staff in the department is now busy laying aside orders which have been very largely booked ahead for these goods. Out of over 1,500 pieces they have only 225 pieces to sell, which proves how they have been appreciated. They are 42 in. wide, of pure wool, in newest designs and colorings. They can be profitably retailed at 50c. per yard—regular price is 75c. The same remarks apply to A M 1 36-38, in silk and all-wool tartans in a tremendous range of combinations of new colorings and designs.

Black silk grenadines show signs of great strength and The W. R. Brock Company, Limited, have ranges of patterns in five different qualities, all of which are selling freely. Following on these some fancy blacks, of which they have some 46 lines, comprising all makes, from the cheapest goods up to the most exclusive and ultra-fashionable, which, of course, make a most impressive showing.

Among samples shown for Spring in the way of silk specialties and novelties are some very interesting lines with The W. R. Brock Company, Limited, notably printed foulards in a large variety of designs and colorings, including the most exclusive effects just being introduced in London, Paris and New York. Their two lines of Persian satin foulards to retail at 50c. are most distinct successes, and, as neither of them can be repeated at less than 30 per cent. advance, an early inspection of their samples is advisable. They also show an extra good quality of colored taffetas in full range of shades at a very low figure, and an all-silk black to retail at 50c. which should not be passed unnoticed.

A successful season is already assured in printed dimities, cords, satin stripes, Swiss spots, organdies, delaines, opera flannels, etc. And the large orders they have already received is an evidence of the appreciation of their magnificent ranges.

The complete range of embroideries, including cambric and Swiss edgings and insertions, is ready. Also some special jobs in 4½-yd. ends and carton lots. In lace goods, including plain and fancy valenciennes, the Spring range of edgings and insertions to match is large, up-to date and of A1 value. Novelties in lace and muslin scarves, all-over nets, veilings, etc., are shown. As to white goods, contracts placed early in 1900 enable the firm to quote victoria lawns, India linens, nainsooks, jacconets, fancy stripe and check muslins from 15 to 20 per cent. below to-day's values.

The W. R. Brock Company, Limited, claim to carry the largest stock of handkerchiefs between the two oceans. Their lace-trimmed, Swiss embroidered, hemstitched, colored border

and picture handkerchiefs, plain cambric and linen, are all below to-day's values.

Among Spring novelties in ladies' belts, is the "Arabella," a New York favorite, cut so as to fit into the small of the back, so that the skirt-band fastening cannot be seen. Another novelty is tinsel belting, which will be much used with fancy buckles, similar to those in vogue recently. In ladies' parasols, and sunshades, extra values to retail at 50c., 75c. and \$1 are shown.

The carpet and housefurnishing department reports extensive preparations for Spring. The stock of carpets will be large and embrace the newest designs in the various qualities of tapestries, brussels, velvets, ingrain, all-wool, etc. These goods were bought early, many are now in stock, and prompt shipments can be given. In the housefurnishing end, choice selections of curtains and curtain goods of all descriptions will be on hand for early delivery.

The sale of prints has been the largest on record, attributable to the firm having secured an option on two special cloths in the grey some months ago, which enables them to offer a 32 in. heavy domestic cloth at 15 to 20 per cent. below market value. In this line they show over 300 designs. The other line is a fine 32-in. British cloth, a variety of patterns, to retail at 12½c. Gingham is shown in a nice range, from the lowest to the highest price, and also something very nobby in silk mixtures. The demand is strong on pink and blue chambrays, which are shown in three qualities.

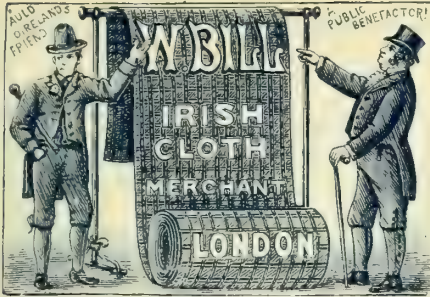
The lining department has passed into stock 2,000 of No. D1, a 40 in. linenette, good heavy firm cloth full beetled, finished in black, brown, slates, fawn, white and cream. This retails at 15c. They offer for Spring No. 35, a 28 in. colored sateen in 30 different shades, to retail at 12½c. In the flannelette room is a stock of 28 in. heavy Imperial domets in three shades, to retail at 10c. A 36-in. heavy domestic cloth, 25 new designs, narrow to wide stripes, will retail at 11c.

In tailors' trimmings, they offer two numbers of 54 in. black Italian at as low a price as was ever offered to the trade—No. H6, cotton, at 37½c.; H60, wool, at 65c. SX is a 40 in. black silesia, nice fine twill, made of the best Egyptian cotton, both sides finished alike, fast black, untearable, guaranteed to wear out any garment, offered at a special price of 15c. B71 is a 26 in. green-edge Paris duck, good heavy weight, a beau ideal soft canvas which they secured at a special price. For tailoring and dressmaking trades, they offer three special numbers of French canvas, pure flax, heavy weights—CX natural, can be retailed at 12½c.; CM natural, at 15c., and C150 black, at 12½c. These three are "corkers."

In linens, two special values of cream damask table linen. B30 is an extra heavy 58 in., nice mellow finish. This line can retail at 25c. M72 is a 60 in., beautiful fine yarn, six handsome designs, a leader, to retail at 50c. P127 is a 20x40 fringed duck towel, nice fine make, good weight, retails at 25c., and a snap at that.

A NOTABLE PARIS EXHIBIT ON VIEW.

Four medals, two gold, one silver and one bronze, have been awarded to J. Arthur Paquet, Quebec, for his exhibit at the Paris Exposition. This constitutes the highest honor on merit ever accorded to a Canadian fur house. Mr. Paquet has withdrawn his exhibit from Paris and it is now presented for inspection at his salesroom, Quebec.



31 GREAT PORTLAND ST. W., LONDON, ENG.
T. A. "Selfhelp," London.

IRISH FRIEZES -- for extra heavy **GREATCOATS**, 6/ to 10/6 per yard, double; about \$1.50 to \$2.55.

IRISH TWEEDS -- for thick, warm **WINTER SUITS**, 2/6 to 4/ per yard, single; about 60c. to \$1.00.

IRISH HOMESPUNS -- for country **LOUNGE WEAR**, 2/ to 3/6 per yard, single; about 50c. to 85c.

SERGES and CHEVIOTS -- various weights and qualities, for ordinary wear.

With the reduced tariff, these excellent **IRISH** Cloths should be on the counters of every Tailor and Storekeeper in the Dominion anxious to do himself and his clients justice. Samples on application, or a visit from their Buyer, when in London, will be sure to turn out mutually advantageous.

The St. Thomas Import Co.

ST. THOMAS, ONT.

A New Concern with New Ideas.

Dry Goods Specialties and Notions.

See our Travellers' samples.

DEBENHAM & FREEBODY

LONDON—15 and 18 St. Paul's Churchyard and Welbeck St. W.

PARIS—115 Rue Reamur.

NEW YORK—111 Fifth Avenue.

BRUSSELS—18 Rue des Boiteux.

MELBOURNE—236 Flinders Avenue.

SYDNEY—422 George St.

TORONTO—45 Yonge Street.

Silks, Velvets, Ribbons, High-Class Dress Fabrics

STOCK CARRIED IN TORONTO of the following lines, which are offered to

Buyers at quotations equal to, Direct Importation:

BLACK AND COLORED TAFFETA SILKS.

BLACK AND COLORED SATINS.

PEAU DE SOIES, MASCOTS, LUMINEUX, DUCHESS.

BLACK AND COLORED SILK VELVETS, FRENCH LACES,

SATIN AND FAILLE RIBBONS, BLACK AND COLORED.

RIBBON VELVETS, BLACK AND COLORED.

CHIFFONS, Black, White, Cream, and Colored,

MALINE NETS, Black, White, and Colored, etc.

DURING JANUARY our Representatives will be out with Samples for import orders in all The Latest High-Class Novelties in Silks and Dress Fabrics.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

Campbell Manufacturing Co.

MAKERS OF STRICTLY

High-Grade Clothing



BUSINESS SUITS,
MORNING SUITS,
DRESS SUITS,
TUXEDO SUITS,

OVERCOATS,
RAGLANS,
SURTOUTS,
PADDOCKS,

INVERNESS CAPE COATS,
PRINCE ALBERT COATS AND VESTS.

ONLY ONE GRADE—THE BEST POSSIBLE.

Made to compete with Custom Work at one-third less cost.

We want one customer in every considerable town to handle our goods as a specialty, merchant tailors preferred.

Advertising matter furnished.

If you want to be the first with the best clothing in the market, **write us.**

CAMPBELL MANUFACTURING CO.

MONTREAL.

Henriettas

Our specialties are Dress Goods, Silks and Henriettas.

Other lines are also comprised in our stock which are of excellent value.

It is our special desire to place before the trade, for the Spring, only the very latest novelties from the looms of the largest and best manufacturers of Dress Fabrics in Europe.

The present indications for Henriettas verify the accuracy of the information given to our buyer when in Europe, and we would ask the trade to take special notice of this fact. This line being one of our specialties, the trade may expect us to be prepared to meet the demand.

WILLIAM AGNEW & CO.

305 St. James St.

MONTREAL

W. R. BROCK COMPANY, LIMITED, MONTREAL.

THE W. R. Brock Company, Limited, are still ready for sorting orders to complete the Winter trade, but are paying more attention to the meeting of the Spring demand. They claim they were never better able to please their customers than they will be during the coming season. A full range of their Spring staple samples are in the hands of their travellers and already a large trade has been done. They have a fine assortment of prints and sateens of all shades. Quite a range of white honeycomb, colored, alhambra, and white satin quilts are shown to meet immediate wants.

The silk department is showing a Spring range of black grosgrain, black faille, black armure, black surah, black duchess, black moire, black moire velour, black merveilleux, and a special line of black peau de soie. In colored goods, tamalines, satins, glace, bengalines, failles, art silks, a beautiful range of fancy blouse silks and black and colored broche are in stock.

The trimming department is replete with the latest ideas. Special stress might be laid on their gold braid, jets and bright novelties.

In dress goods, extra values are offered in cashmeres, poplins and such goods. The stock of black dress goods has been much increased. Ladies' over and underskirts are also carried in great profusion.

This firm report that the sale of flannelette underwear has been very successful in this the first season it has been carried. They claim that their line of whitewear for Spring is unexcelled in Canada. Special reductions are being made to clear out their stock of cashmere hosiery. A special number is women's fleeced underwear. A full line of men's, women's and boys' lined leather gloves and mitts is in stock.

The smallwares department is replete with novelties for the Spring. A new and nobby line of hand and chatelaine bags in leather, jet and steel is now on display. A run on belt buckles is prepared for; they are shown in jet, steel and other fancy materials. Fancy soaps and perfumes, for novelty stocks, are proving good sellers. They have recently stocked a range of gold tinsel braid in all widths—also the buttons to match.

EXPANSION OF THE WHOLESALE FUR TRADE.

An air of prosperity seems to pervade the hat and fur establishment of Edgar, Coristine & Co., Montreal. Workmen have been engaged for some time in making alterations on the first floor of the warehouse, and now the public and private offices will be found to have interchanged location, with the former toward the rear and the latter at the front of the building. This change will afford a better facility for doing business and at the same time allows the firm to fit up private offices in a sumptuous manner for the comfort of themselves and the strangers within their gates.

Asked as to how business had been this year, Mr. Edgar informed us that the totals for every month this year had exceeded those of last year, and the increase goes merrily on.

"How is the fur trade this year so far?"

"Very satisfactory, indeed, since the beginning of Fall, and, particularly, since the cold weather set in, we have been very busy indeed; the popularity of furs seem to be greater than ever."

"What particular furs are in demand this year?"

"Persian lamb for body goods and mink and chinchilla for trimmings are in the best inquiry. Persian lamb is in such great demand the world over that prices have advanced 25 per cent. in Leipsig."

"Are Canadian values higher?"

"Not so far as we are concerned, for we are giving our customers the benefit of this advance, having bought our skins before this turn of the market occurred. By such treatment we hope to continue our trade expansion."

NOVELTIES IN BELTS.

Every dealer knows how much trade is brought to the store by being up-to-date in novelties and notions. This applies with particular force in the case of an article like belts which are very much worn, but which must be the proper thing of the season to find a large sale.

A chat with Mr. Phillips, of Phillips & Wrinch, 5 Wellington street west, Toronto, a few days since, showed clearly that this firm are making an important specialty of the manufacture of ladies' belts. The newest whims of fashion have been carefully considered, and the whole range of belts for the new season is marked by newness.

A distinctive and exclusive specialty is the "Fit Form" belt, which is one of the firm's own manufacture, an important feature of which is the manner in which it crosses at the points, giving a slender effect to the waist.

This firm are also making what is known as the "L'Aiglon" belt which has a style of its own. The same idea is followed in the making of stock collars. Our readers should become acquainted with the "L'Aiglon" belt and stock collar.

Another patent of Phillips & Wrinch is a man's belt, manufactured by themselves, and is so constructed as to be attached in simple and easy manner to the buttons of the trousers and thus prevents slipping. The trade who like to keep in the front with what is newest will, no doubt, give Phillips & Wrinch's travelers a cordial welcome when they strike their town with the new samples.

J. ARTHUR PAQUET, QUEBEC.

The success that Mr. J. Arthur Paquet has met with at Paris this year has put him well in the lead in his line of industry in Canada, and his four factories are now kept very busy complying with the requirements of his customers. There is a fur factory where skins are admitted in the raw state and finished into garments, a leather dressing factory where domestic sheepskins are made into fine kid for gloves, a glove and mitt factory and a straw hat factory; all are kept running at their full capacity.

The firm is prepared to receive and execute orders for Winter goods and to receive orders for its productions for Spring wear. No doubt the proof of the merits of its goods received this year will enhance its prestige among Canadian merchants and vastly increase its business.

CANADIAN WOOL MITTS AND SOCKS.

Page Brothers & Co., of Ojibwa, Ont., whose announcement appears in this issue, are a good example of what can, in many instances, be done by merchants using and employing home talent.

Starting as they did on a very small scale in 1892, they have, by persistent effort and square dealing, arrived at a point, where, at the present time, their goods are being shipped from the Atlantic to the Pacific. They are at present employing over 300 women and girls in making their justly-celebrated hand-made wool mitts and lumbermen's sox, and report last year as the best, by far, in their history.

Their goods are handled by the leading wholesale men in Canada, who are supplied by themselves, and their selling agents, Geo. D. Ross & Co., Montreal and Toronto.

Merchants, Traders, Tailors, Outfitters, Drapers, etc.

Our great annual Clearance Sale of all kinds of goods, such as Tailors' Trim-mings, Haberdashery, Hosiery, Linings, Buttons, Sewing Silks and Threads, Cloth Caps, takes place as usual in February. We are manufacturers and are also big buyers of Special Clearing lines and of big stocks. A special Colonial Sale Price List is now ready and will be sent, post free, to any part of the world. The prices of our sale goods surprise traders here, many of the lines being offered at half the price they can be bought in London. Sale only lasts a few days.

H. Cohen & Sons,

Manufacturers and Merchants,

160 Commercial Road, London, E., England.

If you send a cablegram addressed to "FINGERINGS. LONDON," giving your name and address only, we shall know that it means to send a Sale List ; no message need be sent.

Settling Up Insolvent Estates.

A Humorous Account of How Some Creditors
Acted at a Meeting to Consider an Offer.

Editor DRY GOODS REVIEW:

Dear Sir,—Some years ago I came across the enclosed, which at that time appealed to me as containing a rich vein of humor and as applicable to the experience many of us have enjoyed who have had the privilege from time to time of attending meetings of unfortunate debtors. I read it over again the other day and thought the story, though old, might be new to some of your readers, who may perhaps recall similar meetings at which they have been present. With due respect to all of us who are in the wholesale business, where credit is an essential feature, I am afraid there are too many meetings where the shortcomings of the insolvent are passed over in this way, and were fewer compositions accepted, especially in cases where fraud is very evident, the wholesale trade would be in a healthier condition to day. I remember in our own experience a man presenting, quite unconcernedly, a statement of his affairs which showed him to be insolvent, and upon being remonstrated with, saying very indignantly, "I don't know why you should speak that way to me; it is the first time." As much as to say, "I am surely allowed the privilege of failing once during my business career without having the fact adversely commented upon." Happily for us all the wholesale trade is gradually working into healthier lines, and its condition will continue to improve just as we become stricter in our methods of granting settlements.

Very truly yours,

J. FRASER MACDONALD.

Toronto, December 10, 1900.

A MEETING OF CREDITORS.

(Communicated to New York Sun.)

One of the most amusing places to visit in these times of business depression is "a meeting of creditors" of one of the firms that have suspended payment.

If you are one of the creditors, you have the honor to receive an invitation to attend the meeting. It is generally neatly printed, and in it they request the pleasure of your company at such a day and hour, at their own lawyer's office. Perhaps you swear a little when you read it, which is naughty. If too good to do that, you swear mentally (but I have heard some swear openly and call the firm bad names), and at last you decide to accept the invitation.

On arriving at the meeting you find a mixed assemblage, about half smoking, and most of them in the best humor; but there are a few sour creditors who have old-fogy notions of right and wrong. One of the creditors, perhaps only on paper, jumps up and says, "I nominate Mr. Jones as chairman." If it is a "crooked" failure, it is generally a friend of the firm. The motion is seconded, and carried, secretary nominated, motion seconded and carried. Everything is "carried" at a meeting. A motion is never negatived. Meeting organized, hats come off.

Someone moves that a statement of liabilities and assets be read. Motion seconded and carried. Statement generally reads something like this: "Liabilities about \$80,000; stock on hand about \$12,000, present value about \$9,000; bills bad, \$9,000." Firm offers thirty cents at six, twelve and eighteen months. Up jumps one of the old foggy creditors and wishes to ask Mr. Smith, one of the firm, what he meant by saying to him a month ago that he had \$50,000 stock, and only owed \$30,000.

Mr. Smith replies in a bland voice that "The gentleman who last spoke must have misunderstood the tenor of his remarks at the time he mentions."

Irate old creditor says he "Rather thinks he did not, and is ready to go on the stand and swear to it."

Up jumps another old foggy and "Wishes to know how his books stood on December 31."

Mr. Smith replies that his books were not "balanced."

Old foggy "Wants to know why they were not balanced."

Mr. Smith replies because they could not make them "balance." (Laughter.)

Then young America jumps up and says: "He does not see that talking will mend matters; time is valuable, and he cannot afford to lose any more of it at this meeting, as he has several more to attend to to-day." (Laughter.) The firm, no doubt, needed more capital to conduct their business properly, and took this means to obtain it. (Laughter.) No doubt if they settle with them on these terms, the firm could take a larger store in a better location, (laughter) and most of the creditors could sell them more goods than they did before, (laughter) and get worse 'bit' next time. (Laughter.) Therefore I move the offer be accepted."

The chairman states that the motion is before the meeting. Motion carried.

Young America: "I move we adjourn." Carried.

Young America: "And I move an adjournment 'to the nearest restaurant' to drink everybody's health, the firm included." (Laughter.)

THE GAULT BROTHERS COMPANY, LIMITED.

THE travellers of The Gault Brothers Company, Limited, are on the road with a full range of men's furnishings for Spring, and their samples are particularly well worth seeing this year.

During the coming season there will be a big demand for fancy half-hose, both in cotton and cashmere; this firm have prepared for a rush. They are carrying a large assortment of Austrian-made collars in all prices, shapes and heights. Their range of underclothing comprises all makes of cotton, balbriggan and wool, in plains and fancies.

The smallware department has much to interest the trade this month, for their stock of Spring novelties is now on display. The demand for ribbons is expected to run in taffetas, in fancy glaze effects, in neck ribbons, in fancy stripes and bright taffetas effects, in 1¼ and 1½ inch widths and in baby ribbons for trimmings; a stock has been prepared for this trade particularly. Guipure and valenciennes laces in fru-fru effects are very pretty and show good value.

In ladies' belts, elastic and gilt webbings and black crepon elastic belts to retail at 50c. and black corded silk elastic belts are features. The cheap belts are in more active inquiry than the better class of goods. Hair brooches and neck brooches in fleur de lis patterns and also with brilliants are popular. Jet trimmings continue in favor, as well as colored goods intermixed with gold. Swiss embroidered collars, Plauen, renaissance and pointe de venice collars will be popular, mostly in light butter color called Paris shade. All kinds and grades of laces are in stock in pretty patterns. Quite a trade is doing in Brussels and point d' esprit nets, while chiffon in 42, 44 and 46 inches are still in demand. Their dernier cri brush trimming is having a large run as a skirt binding. A good line of tapestry curtains is on display.

Embroidered handkerchiefs for Spring are now in stock. "Royal" shetland floss is selling well, and "Crescent" brand of ladies' undershirts, wrappers, shirt waists and white-wear are again shown in pretty patterns.

The attention paid to window dressing and store decoration is steadily on the increase, until now flourishing businesses are carried on in the specialty of window and store display fixtures and decorations. One of the most reliable firms in this line is Delfosse & Co., Notre Dame street, Montreal. They represent the largest American manufacturers and sell only high-grade fixtures. A specialty with them is the preparation of plants for decoration, including ferns, palms and blossoming flowers. Bust wax figures are shown in different styles. Mr. Delfosse has dressed some of the prettiest windows in Montreal.

SEND FOR OUR

CATALOGUE
AND
PRICE LISTTORONTO
BRASS
MFG.
CO.91 & 93
RICHMOND ST. W.
TORONTO, ONT.NICKLE & BRASS
DISPLAY STANDS
PAPIER-MACHE
AND
WAX FIGURES

To J. Braso

22/1/01

2/24

The Lace Ware

"A NEW ERA."

The ending of one century and beginning of another mark the birth of a new era. Such at least will be the case in regard to our business, which we purpose developing on a broader and more progressive line than ever. This will be evidenced in the unusually large display we are making for **Spring 1901.**

Dress Goods we show in large variety, consisting in part of Plain and Figured Lustres in Cream, Navy and Blacks, Wool Cheviots, Wool Serges, Black Parola, Fine All-Wool Plaids, in light shades, checks, etc., etc. Our special "K C" All-Wool Cheviot, 40 inch, done up 25 yards in a piece, is shown in a large variety of shades, and can be sold by the retailer for 33c. with a good profit. No dress goods buyer can afford to overlook this line. Your competitor will have it.

Muslins, Piques, Grenadines, Silk Striped Organdies, Embroidered Spot Muslins, White "Muslin Swiss," Foulards, Silkalines, Lawns, India Linens, Tucked Lawns, Mercerised Satteens and Colored Cotton goods in newest designs and very large variety.

Laces--in this line we are *peerless in Canada*. The improved times and increased demand for better goods in this class have led us to offer the trade much better qualities, and we are showing high-class novelties in French, English and German makes. Irish Points, Tinsel Mixtures in Laces, Insertions, and All-Overs to match, and Silk Patent and Chiffon Laces, Insertions and All-Overs.

Chiffons, Plain and Embroidered, all widths, from 6-inch to 42-inch, in all the newest and best assorted shades. Nets, Gauzes and Veilings, in latest novelties and endless variety; also Crepe de Chine and Mousselin de Soie.

Ladies' Collars in Plauen Lace, Tinsel Mixed, Renaissance, Tambo, Silk Guipure and Lace Braid, in all the newest styles and shapes.

KYLE, CHEESBROUGH & CO.,

House of Canada.

Ladies' Belts in Web, Leather, Beaded, Sequin, Silk, Ribbon, Bead and Sequin Mixtures, in Plain Blacks and Colors and Fancy Mixtures with Tinsel and Steel. Belt Webs and Elastics in Plain Blacks and Colors and Gold Mixtures.

Ladies' Ruffs and Boas in Cocque and Ostrich Feathers, Chiffon and Silks, Chenille and Tinsel Mixtures---Latest Novelties.

Trimmings, Fringes and Gimps--the largest assortment shown in Canada of Tinsel, Sequin, Silk, Beaded, and Tinsel Mixtures. Our range of prices in this department is from 25c. per doz. to \$18.00 per doz. yds. All the very latest designs and newest shades and combinations of colors are shown in our collection.

Garnitures--Bolero Plain Silk and Tinsel Mixed, Lace Embroidered Bolero Jackets and Silk and Sequin Bolero.

Buckles for Belts, Dresses and Millinery purposes, we show in a very large variety.

Our Silk Department is most replete with all the latest shades in Peau de Soie, Tamaline, Taffetas, Glace and Japanese.

Hosiery, Gloves and Underwear--In this department we are excelled by none in the trade. Our "*Queens Gate*" Brand is well known. In this make we offer as **specialties** our "*Queens Gate*" *Encore*, No. 475, in Plain Cashmere, Seamless foot, double narrowing in leg; also our Extra Fine "*Queens Gate*" *Countess*, No. 565. These must be seen to be appreciated. In Gloves we offer full ranges of Silk, Taffeta, Lisle Thread and all Fabric makes. Underwear we show in Silk, Cotton, Balbriggan, Merino and pure wool.

Letter Orders Solicited.

16 St. Helen St., MONTREAL.

S. GREENSHIELDS, SON AND CO.

S. GREENSHIELDS, SON & CO., Montreal, are ready to do a sorting Winter or Spring trade. The samples of their line of dress goods for Spring are now before the trade and are meeting with unqualified favor. Velveteens and velvets are selling especially well for dresses, trimmings and millinery, and this is probably a feature of the dress goods trade at the moment.

Taffeta silks are moving actively, the blacks for dress goods and the colored for linings. Plain silks for blouses, in tamelines, surahs, Japanese silks and pongees are good stock. Old rose appears to be coming to the front as a leading color.

Cashmeres are selling well; a line of 44-inch colored cashmere to sell retail at 50c. is better value than they have ever had before. Cashmere is going to be good property, both in blacks and colors. Finettelaine for blouses is still a seller, and it will likely be popular till May or June at least. There is a feeling for French wool challies in new designs and colorings. Bright goods are selling well in plain broches, blacks and colors. Wool designs in homespun effects are also good property.

On their fifth floor is a full range of ladies' underwear for assorting purposes, to retail from 15c. to \$1. Black equestrians are to be had in all sizes, to retail at \$1. They have a full range of cashmere and Ringwood gloves, black, colored and fancy, to retail from 25 to 75c. It is not every house that keeps these goods in stock at this time of year, but merchants will find enough to choose from here.

This firm has put into stock their full range of laces in valenciennes, English and French makes. Guipure laces, insertions and all-overs are to be found in cream, white and

black. They have placed their cambric, nainsook and Swiss embroideries and insertions into stock; cambric and Swiss all-overs are shown in wide ranges. A full line of white organdies are on sale to retail from 15 to 50c.

The smallwares department is showing some new ideas. Some bright lines of brooches are among the latest arrivals; among these are turquoise mounted in gold and surmounted rhinestone. Horseshoe brooches are also popular, and horseshoe pins in the new color, bronze gold, to retail at 25c., are meeting with some favor. Battenburg braid trimming, in white and butter, is quite a feature for evening and Spring wear, and goods can be had from \$6 to \$12 per dozen, put up in short ends of 12 yards. Featherbone stock collars with woven spots are selling well; they are to be had in plain colors with corded featherbone, or in plain colors without featherbone. Pearl necklaces are meeting with some favor, made of indestructible beads and out of seed pearls, to be jobbed from 75c. to \$4 per dozen. Tinsel belts and belting are shown both in plain and fancy patterns, to sell at 90c., \$1.50, \$2.25 and \$3 per dozen yards—also silver. This firm are putting up a skirt-protector braid in 48-yard rolls, equal to any on the market, in all colors, worth \$2.75 per gross.

DRY GOODS ASSOCIATION.

The annual meeting of the Montreal Dry Goods Association was held Wednesday, December 13, when the president's report for the past year was submitted and adopted, and the following officers were elected: President, Mr. James Rodger; vice-president, Mr. A. W. D. Howell; treasurer, Mr. George D. Sumner; directors, Messrs. Alphonse Racine, James Slessor, R. N. Smyth and B. Tooke.

PERRIN FRÈRES & CIE.

—The Glove House of Canada—

**Perrin's
Gloves**

ARE THE BEST.



GRAND PRIX at the Paris Exposition of 1900.

**Perrin's
Gloves**

ARE THE BEST.

Our travelers are now on the road with a very complete range of samples of **Lined Gloves** and **Mitts** of **Domestic** as well as of **Foreign Manufacture** for next Fall. It will pay you to see our samples before placing any of your orders.

PERRIN FRÈRES & CIE, 5 Victoria Square, Montreal.

"Profit, satisfaction, quick returns and no left-overs"—in H. B. K. Co. gloves.

*221 Montreuil St.
To Hudson Bay Co.*

22/12/00

1/184



Hudson Bay Knitting Co.

30 St. George Street,

MONTREAL, P. Q.

Asbestos Calf or Plymouth Buck.
Wax thread stitching.
Welled seams.
A cracking wearer—and a good
looker.

H. B. K. Co. Gloves bring your
customers back for other kinds of goods.

*To Mr. [unclear]
22/12/00. 11/184*



Hudson Bay Knitting Co.

30 St. George Street,

MONTREAL, P. Q.

English Dogskin "Driver."

Wool fleeced lining.

Welted "grips" and seams.

Warm to wear and a hot seller.

H. B. K. Co. Gloves

carry a good profit to the dealer.

*To Montreal Office
22/12/00
1/184*



Hudson Bay Knitting Co.

30 St. George Street,

MONTREAL, P.Q

English Dogskin dress glove.

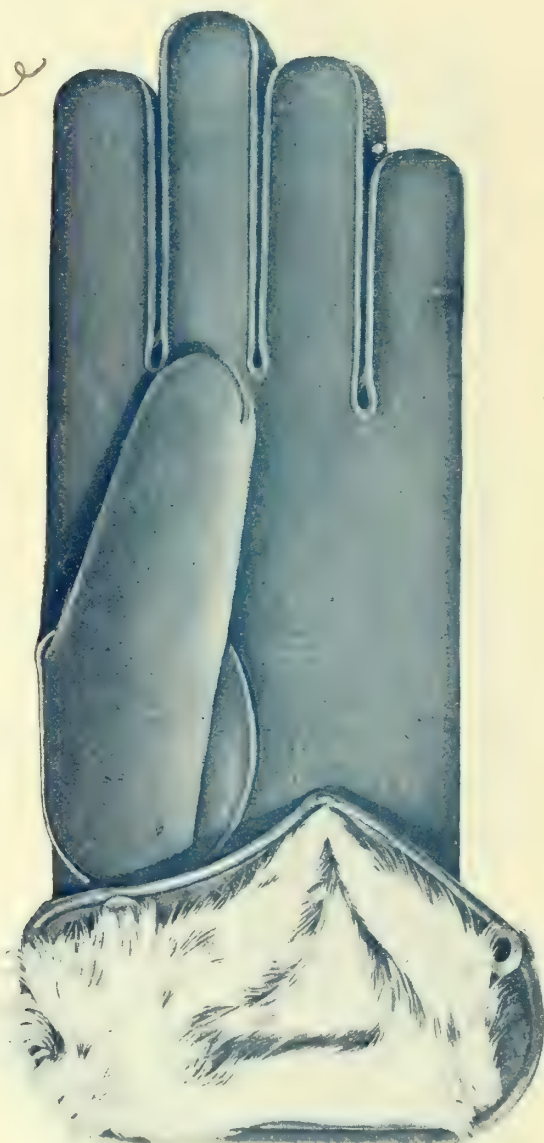
Seamless knit lining.

Two dome fastener.

A good seller to a good trade.

H. B. K. Co. Gloves
are quick sellers.

*To Mount Office
22/12/01.
1/184*



Hudson Bay Knitting Co.

30 St. George Street,

MONTREAL, P.Q.

Reindeer and Mocha Reindeer.
Grey Squirrel lining.
Good for the best trade.
See the difference between our
prices and the imported stuff.

H. B. K. Co. Gloves
warm hands—not shelves.



To Mr. Loubert at
22/12/01
1/184

Hudson Bay Knitting Co.

30 St. George Street,

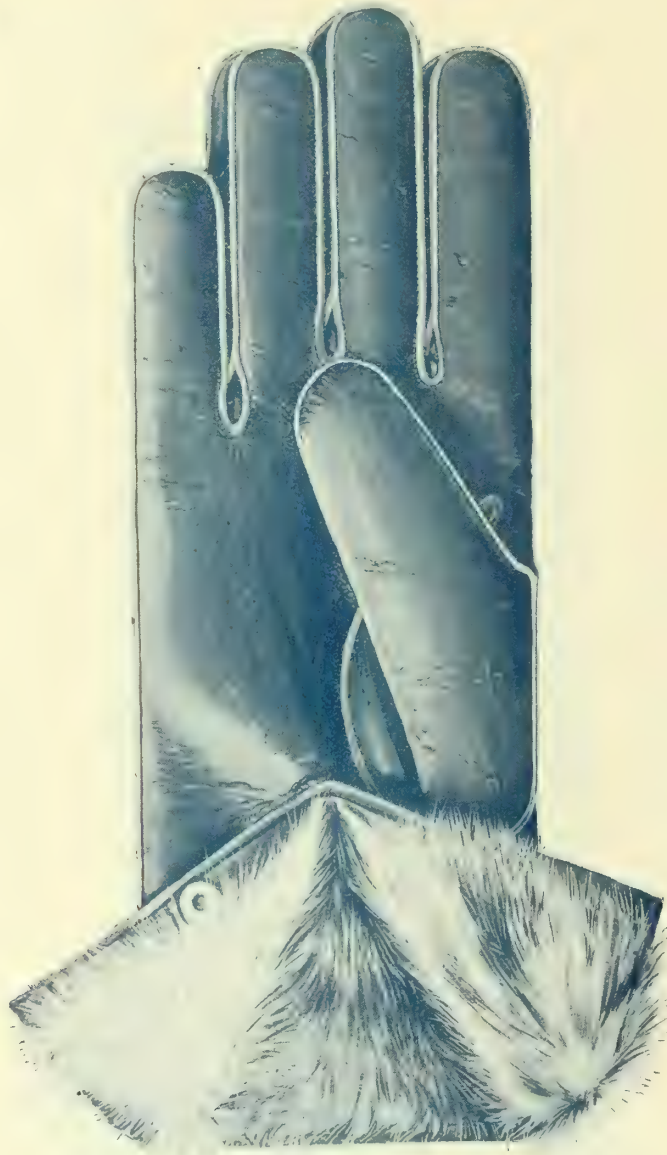
MONTREAL, P.Q.

Reindeer—
Wool fleece lining.
Silk stitched.

Better goods at the price are not
made.

If it is H. B. K. Co.
it is good.

*10 Montbatten
22/12/00
1/184*



Hudson Bay Knitting Co.

30 St. George Street,

MONTREAL, P.Q.

Fine quality Dogskin.

Cat or Squirrel Lining.

A handsome glove—full of wear.



ADVANTAGES OF DELTA FINISH For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,
NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

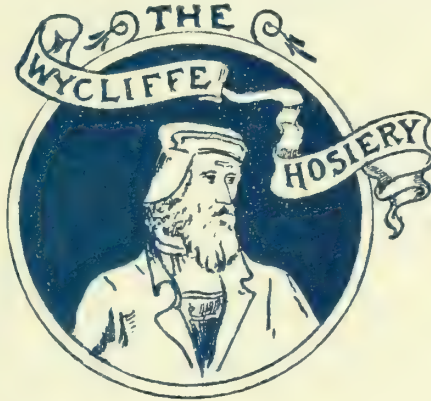
F. Merryweather,
Manager.

LONDON

Works: **LEICESTER** and **LUTTERWORTH.**
Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool.
Unshrinkable, has a first-class reputation,



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

“PLANTAGENET” FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE “PLANTAGENET” GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.



The



Millinery Season

• — Mantles, Trimmings and Laces.

S. F. MCKINNON & CO., LIMITED.

S. F. MCKINNON & CO., LIMITED, were busy taking stock when a representative of THE DRY GOODS REVIEW called to get their idea as to what kind of millinery the new century was going to introduce. He was met by one of the company who said: "As you see we are stock-taking; we do so at the end of each season. It is a big job, but we certainly believe in a semi-annual stock-taking in any business large or small. It has many good features beyond knowing whether you have lost or won."

When asked about the December trade to date, the answer was: "We fear that the early part of the month was disappointing on account of the mild state of the weather and bad roads in many sections. But, as we have half of the month yet to come, with a continuance of fine cold weather such as we now have, there is yet time to run up a big month and show a satisfactory reduction in stocks before passing into the new century."

"With regard to the goods and styles, that there is a newness of character permeating our Spring offering must be apparent to every buyer who sees our collection, and we would not like to be considered selfish when we say that a decided change each season in millinery styles is desirable. As far as hats are concerned our range is too extensive to deal with individual character, but ready-to-wear dress and sailor shapes will rule for the early Spring trade, in styles many."

"The outstanding feature of trimmings and millinery novelties for the coming season is tinsel effects in gold and silver, gold predominating. The following will be important, and some of them prime factors in the manufacture of high-class millinery: Mousseline embroidered with gold, tinsel tricolore, mousseline de soie, chiffons, chiffon and gold, gold braids and passementeries, gold bands, gold and silver crowns, tinsel gauze, mechlin nets in plain and tinsel, tinsel ribbons, tinsel laces, flowers and ostrich feathers, and many other members of this family too numerous to mention."

"A word to the wise on ladies' jackets, costumes and skirts might not be out of place, seeing that they are so closely associated with millinery. The demand for ready-to-wear goods is fully recognized in the trade, and, realizing that demand, special attention has been given to this department. As an evidence of the growing demand for ready-to-wear goods, large orders are coming in for our very best costumes and skirts for Spring, showing clearly that the best trade of the Dominion have appreciated our efforts to place before them high-class garments at popular prices."

THE JOHN D. IVEY CO., LIMITED.

As is usual at this season of the year, this company are busy with stock-taking, and directing their energies towards the first Spring season of the new century. They are laying their plans

so that the end of the 20th century will see them in even a higher position in the millinery trade than they are at present. In regard to this they state that the most gratifying feature of their business, which, during the past year, has been very large, is that all the undesirable accounts have been weeded out, leaving the cream of the trade alone as their customers. They intend to give to this trade every attention, and, by handling the very latest novelties, add other equally desirable accounts to the number. The "100c.-on-the-dollar" merchant is the only class they intend to do business with.

They are looking for the best and largest trade ever known in the country during the coming Spring season, and are preparing accordingly. In regard to millinery colors, the Parisian representative of the house, in sending the Spring 1901 color card of the Union des Syndicats, has informed them that in Paris gold trimmings are very much in evidence for Spring. These are likely to become very popular, as they combine nicely with the new reds, which are to be the leading shades, giving a military effect that is very pleasing. Camelia, begonia and caroube, the last a ruby color, are announced to be the leaders in red shades, while light greens, tuscan and castor will also be largely worn.

"We are very much gratified," said Mr. Ivey, "with the interest which THE DRY GOODS REVIEW takes in the millinery trade, and the wholesome influence it exerts on behalf of both wholesale and retail milliners."

THE D. MCCALL CO.

On being shown through the warerooms of The D. McCall Co., Limited, our representative was somewhat surprised at the activity which prevailed throughout the entire place; taking stock and making preparations for receiving Spring goods. From the range of samples they are showing, which is by far the most varied and artistic they have yet had the pleasure of placing before the trade, and for value one needs but comparison to show how high their merits stand in that direction; among the most noticeable being their splendid range of silks, in taffetas; plain, Oriental and duchess satins; pongee and peau de soie; also plain ribbons in failles, satins and taffetas, large stocks of these goods being carried throughout the season both in black and colors.

One's attention is also attracted by the artistic, and more so, by the exclusive patterns in millinery trimmings and millinery requisites of every description, the greatest of care being exercised in their selection. "From present indications" said Mr. McCall, "the most pronounced feature of the coming season is that of black and gold, cream and gold and black and silver, these combinations being shown in an endless variety of materials: Straw nets interwoven with tinsel; the same in gauzes, chiffons, mousseline de soies, tulles; in fact, everything in these light materials; numerous designs

Wholesale Millinery

VERY
CONVINCING

A Look Through

our magnificent range of samples for Spring and Summer Trade will convince the most judicious buyer of the great advantages in doing business with us.

Place orders early and obtain the benefit of present quotations.

We can fill all orders for present requirements without a moment's delay.

The **D. McCALL CO.,** Limited



**Our Salesmen are
now on the Road**

with the best line of **SPRING SAMPLES** they have ever had the pleasure of exhibiting to their customers in our lines—

Millinery AND Fancy Dry Goods

Wait for them. Write for them, and be repaid by seeing an up-to-date line of Twentieth Century Millinery and Fancy Dry Goods, as well as many exclusive designs and novelties, that will both surprise and please you. We sell to the Trade only, and give personal attention to letter orders.

BROCK & PATERSON, ST. JOHN,
N. B.

MILLINERY—Continued.

in ribbons, in spots and stripes, all have the tinsel effect. Plain goods will, of course, hold their place in the coming season's trimmings, of which chiffons, mousseline de soie and gauzes will be the most prominent, and a large trade is expected in these lines.

"With the coming in of the new century we are putting every effort forth to make it one of the greatest ever experienced in the history of this company, and, with exceptional facilities of communication with the New York, London and Paris markets, having our buyers constantly on hand and in touch with these centres, we hope to give the trade every possible attention and study, thus enabling them to secure the right goods at the right time, which seems to be everything in millinery nowadays.

"We have had an exceptionally good Fall season, and are very thankful for the patronage extended by the trade."

CLARK, PENNOCK & COMPANY.

One of the most remarkable instances of how rapidly a business may come to the front rank and become a large business is furnished by the "Young Giants" of the Western millinery trade, Clark, Pennock & Company, of London, Ont. This up-to-date business that is now so well and favorably known was established only about four years ago and was started on a very small scale, but the success which was with them from the very start has fairly forced them to move into larger premises three times in the comparatively short time they have been in business.

To-day, their large warehouse is a delight to all interested in the latest ideas of the millinery trade and is a credit to the city in which it is situated. In an interview a short time ago, one of the partners stated that they now occupied just 14 times the floor space they occupied three years ago. He attributed their remarkable success in business to the fact that the members of the firm are all practical men and said: "We have made a study of the wants of the trade of Western Ontario. As you know it is largely affected by the styles shown on the American side, and we have made it our aim to show the same styles as our American friends and at a little lower prices. There is no question in my mind but what our prices have had a great deal to do with our business success."

One of the most popular departments of this business is the trimmed hat department, where they turn out copies of strictly high class hats at prices that enable their customers to sell them at low prices and make a good profit. The entire organization of the business is one of which the partners may well be proud.

JOHN MACDONALD & CO.

JOHN MACDONALD & CO. report that for the coming Spring season their range of dress goods, black and colored, surpasses in variety and values any hitherto shown by them. Their range of "Crescent" brand black goods is larger than ever, comprising as it does all the latest productions and some of the richest fabrics of the season, venetians, voiles, French poplins, vigoureux, mohair figures, a great variety of novelty weaves in silk and wool, wool and cotton and all wool. Their range of plain black mohairs in the same range of prices and qualities as last season are now in stock. Having contracted with one of the largest makers of these goods in England for more than double the quantity handled last year they will be in a better position to supply the demands for this popular line than ever before. Their range of French delaines of over 400 patterns, comprising polka

dots, stripes, Paisley and floral designs, are selling very freely. They show two very special lines of black peau de soie at 75c. and \$1 per yard. The enormous demand for black taffetas still continues. They show the following prices: 55, 65, 75 and 85c., and a full range of prices in white taffeta, white and black satin, also a splendid range of shades in a line of colored taffeta to retail at 65c. per yard.

Their muslin and white goods section contains everything necessary for the usual January white goods sales. Special value in Victoria lawns in 32, 39 and 45-inch, India linons, nainsooks, satin and tape checks, lappett spots, coin spots, Swiss spots, white and colored organdies, and plain Swisses.

A visit to the laces and embroideries section would be sufficient to convince one of their leadership in these lines. The stock carried in embroideries, laces and all-overs is enormous.

The development of the ready-made department, although a comparatively new branch, has been wonderful. The range of ladies' skirts in plain and figured lustre, serges, figured blacks, at popular prices, is A1. They also show a large range of wrappers, blouses and boys' shirt waists.

In the carpet department they are opening up the new imported carpets and oilcloths, as well as domestic goods for Spring. Lace curtains, quilts, covers and other shipments are also in. Spring trade promises well, and December orders have been good. The small advance in prices is hardly noticeable except in the lowest lines, which is their smallest trade.

In Belwaps, the woollen department are carrying a large range of these famous serges, and have added to the selection several ranges of grey worsted mixtures; also two ranges in striped trouserings. The demand for these goods is increasing and no trouble is found in selling such a high-class article.

In fancy worsted trouserings, they show a very large range in new designs, many taken up for both suitings and trouserings, and the indications are that they will be popular for suitings. In fancy tweed suitings, they show a nice selection of new patterns in Canadian, Scotch and English fabrics. A select range in the higher-class worsted suitings is also shown, and plain venetian cloths for Spring overcoatings, also in llama and cheviot effects. In ladies' suitings, there are 54-in. homespuns in a variety of shades and prices. A special line of 54-in. French broadcloths, in 25 different shades, includes fawns, pearls, cardinals, etc. Several special lines in 64 black and blue serges and in 34 Canadian tweeds are offered; several low lines at very special prices. For Spring, a variety of all kinds of tailors' trimmings includes black and colored Italian cloths, new designs in fancy and plain silesias, pocketings, haircloths, canvasses, silks and twist, etc., and all requests for the first-class tailors' trade; measure books are sent free of charge.

The men's furnishings department are now ready to fill Spring orders for shirts in black sateens, shirtings, flannelette, silk stripes and regatta shirts (with cuffs and collars or not). These are sold at old prices. Umbrellas are shown, comprising lines to retail from 50c. to \$3.50. Special note is made of a line to retail at 75c., which is being jobbed. In men's overalls and pants the stock is complete. collars and cuffs and white shirts are shown in all new shapes. Note is made of 1,000 dozen braces, assorted buckles, at \$2.25 per dozen, worth up to \$3.75.

A full assortment of haberdashery and smallwares is shown. A large range of fancy hat and stick pins with patriotic designs, etc. Ladies' hair ornaments, including hair combs, some special prices in tortoiseshell, hair clasps, hat slides, etc., in some pretty enamel effects, are shown.

“Leadership”

“Leadership” is our motto.

The perfect realization of all that this motto implies means that we must constantly be on the qui vive in all departments. We realize perfectly that what would insure “Leadership” one season would never answer for the next.

We have no doubts about our first offering of the new century. It will enhance our reputation and strengthen our claim to our motto—“Leadership.”

Our buyers have visited and re-visited each of the world's centres of fashion—have watched the unfolding of new creations, and the result is our range of samples for the coming season.

This collection embraces all that is new and correct in Millinery, Millinery Novelties and Fancy Dry Goods, together with “McKinnon-made” Jackets, Costumes and Skirts.

Our representatives are showing this range in every Province of the Dominion, from ocean to ocean.

The buyer of to-day realizes that price, by itself, is not the true measure of value. He is guided solely by his own good judgment. We leave the verdict of a critical inspection in the hands of the buyers of the Dominion of Canada—and we are confident of the result.

We wish our friends throughout the Dominion the Compliments of the Season.

S. F. McKinnon & Co.

LIMITED

Wellington and York Sts.

 TORONTO.



Men's Furnishings.

DURING the next two months many skating and hockey goods are sold. Cultivate this trade. Hockey goods should be particularly quick sellers. In sweaters, the colors of the local club, if there is one, should be selected, as well as others in pretty shades. Avoid placing in stock sweaters with the colors of any rival hockey team. The

padded knickerbockers, which generally go with the suit, are also a good line to carry. Different sizes should be kept. And, if possible, a line of boys' padded knickerbockers should be obtained, as the local hockey men are always copied by the younger teams and small boys. Golf stockings are another part of the hockey costume in which a much larger trade may be done than in the knickerbockers. These are generally preferred in black, sometimes plain, but often with colored borders.

SMOKING JACKETS should be pushed. A large assortment in beautiful patterns is shown. Though the majority are in plain colors, browns, dark blues, olives and other "quiet" colors, there are also some in very elaborate patterns on dark backgrounds. None are in greater favor, however, than the brown or dark blue velvets, with padded satin lining and silk cord trimmings. A very fine window is made by a city furnisher of these goods.

The frequent return of **TORN GLOVES** has been a frequent complaint in the retail trade. The remedy suggested by an exchange is that dealers should not handle gloves which the manufacturers will not make good in case of being returned. It is also pointed out that two thirds of the glove mishaps are not the fault of the maker, but are caused by the ignorance of the customer in putting them on for the first time. To overcome this the dealer should, if possible, persuade the customer to allow him to put the gloves on him before he leaves the store.

An entire absence of advertisements of **MEN'S SHIRT WAISTS** in the December issue of the New York trade journals is the surest evidence that it is a thing of the past. There is no doubt that it would never take the place of the soft-front negligee shirt, as the latter is always in place in warm weather when worn without a vest.

The latest reports from New York show that the tendency is to do away with the **LOUDER PATTERNS** which have been most prominent in the range of manufacturers in the United States and to come back to the neater patterns which were most popular there a few years ago. It is certainly a move in the right direction.

A leading manufacturer says that there is likely to be a scarcity of materials in standard cloths during the coming season. Already the deliveries from some of the printers are beginning to fall behind contract dates and all merchants buying from manufacturers who are supplied by these mills would do well to place their orders well in advance and thus secure the delivery they require. Of course, any quantity of materials can be secured but there are many cloths and findings that the old-established manufacturers dare not handle.

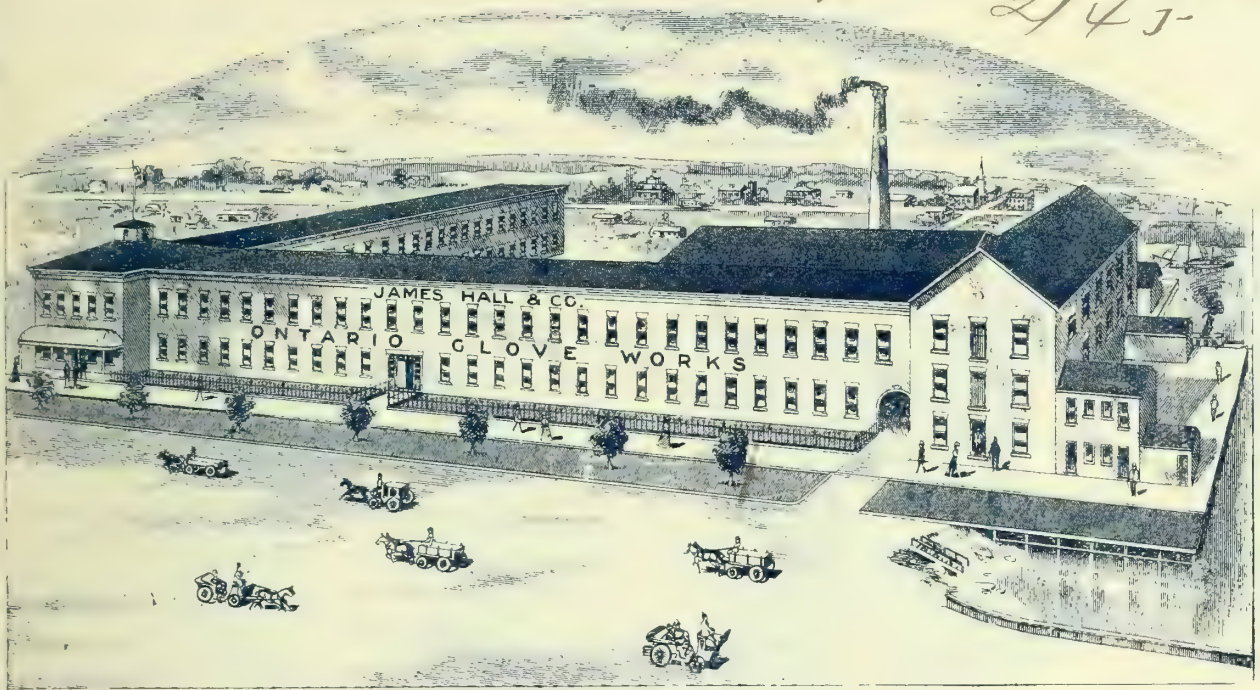
Tooke Brothers, Limited, report that Spring orders already booked are well advanced and they will be able to place their goods in the hands of their customers on the dates given to their representatives. Of course, there are always some goods which arrive late and are liable to keep parts of some orders later than is desirable, but, notwithstanding this, they feel certain that their deliveries during the coming season will be all that their customers can desire.

In colored shirts, the coloring and patterns which still hold favor are blues of different shades in stripes. Tooke Brothers, Limited, have found it necessary to cancel some numbers in their Spring range, as it is impossible to repeat them to the printer. It is their intention to keep adding to their range as new patterns come forward, and the trade will always find a complete and up-to-date selection to look at when called upon by their representatives.

Though there was some reason for thinking that duck suitings would give way altogether to flannels for the coming season, it is now apparent that, although flannels will be worn to a very great extent, they cannot be sold at a price that will wholly do away with the duck garments. In men's half-hose there is a change taking place in favor of colored goods. Cotton and cashmere form the bulk of the orders. The designs in fancy goods are generally narrow red, purple or blue stripes. A big demand is experienced for Austrian collars and cuffs, and Austrian court shirts. The buttonholes in these goods are claimed to be much better made than in the Canadian or American makes. Caulfeild, Henderson & Burns are showing an exceptionally large range in these goods in all shapes. A special in suspenders is shown by this house called

HALL'S GLOVES

*20 Jas. Hall 7/11/01
2/4 J-*



"Where Gloves are Made and Designed."

CONVINCING SPRING VALUES.

No. 1—Imported Kid, Cable stitch, 2 Dome fasteners, fashionable Tan shades, Imperial points, only.....	\$7.75	Per Dozen
No. 2—Imported Kid, Pique sewn, gusset fingers, 2 Domes, Imperial Points, special value.....	9.00	Per Dozen
No. 3—Imported Cape stock, Prix seam, 1 Dome fastener, Spear Point Back, fashionable Tan shades.....	9.00	Per Dozen
No. 4—Genuine Parisian Suede, 1 Dome, new shades of Slate and Tan, superior style and design.....	10.50	Per Dozen
No. 5—Genuine Mocha (selected), superior and fashionable shades of Slate and Tan. New design, special for 1901 Spring trade.....	15.00	Per Dozen

You CAN MAKE NO MISTAKE IN ORDERING ANY OF THE ABOVE, THEY ARE OUR RECOMMENDATION AND ARE UNEQUALLED.

Cash Purchasers SELL THESE GOODS AT POPULAR PRICES AND MAKE

40% PROFIT.

James Hall & Co., Brockville.

YOUR MAIL ORDERS PROMPTLY ATTENDED TO.

MEN'S FURNISHINGS—Continued.

the "Sampson," the fasteners being made in double leather, and another, the "Holdfast," in which the leather parts are mounted with strong metal.

The Spring line of the Dominion Suspender Co., Niagara Falls, of the "Trade Mark D" suspenders, will be most extensive, containing special and exclusive novelties, to retail at 50c, 75c., and \$1. Every pair is guaranteed. Their travellers will all be out early in January.

Five years ago Tooke Bros., Limited, decided to add high-class men's furnishings to their manufacturing business. From the commencement it proved a success. Every year the sales

goods for Spring delivery, and the trade are placing orders very freely. In fine English hand-sewn suspenders, American and English leather belts, the firm are showing some up-to-date goods, and have secured exclusive control for Canada for many of the lines their travellers are showing to the trade. In addition to the above they carry a fine range of golf hose, cotton and cashmere half-hose, balbriggan, natural wool and fancy underwear, sweaters, linen handkerchiefs, imported umbrellas, gloves, etc.

NECKWEAR IDEAS FOR 1901.

A dealer in neckwear having a trade sufficient to warrant the purchase of a sufficient number of ties in one range of silks will find it to his advantage to get enough to dress his window entirely with the tie made from one silk or from the one design of silk in a variety of colors. This is the plan worked upon by the leading retail stores in the large Canadian cities to-day.

It has been recognized that the window is the most potent salesagent the retailer can have, and he should buy his ties accordingly. Acting upon this idea the merchant, when buying a large number of ties, should not buy half a dozen of this kind, half a dozen of the other, and so on, till he has completed a nondescript assortment—a little of everything and not much of anything. The best method to pursue in buying is to purchase heavily on one line, fill the window with it, make it the style as much as possible, create talk about it—and it will sell. A varied assortment, as large as the capacity of the shop will permit, should be added, and it is dollars to doughnuts that the public will not find the range at all deficient.

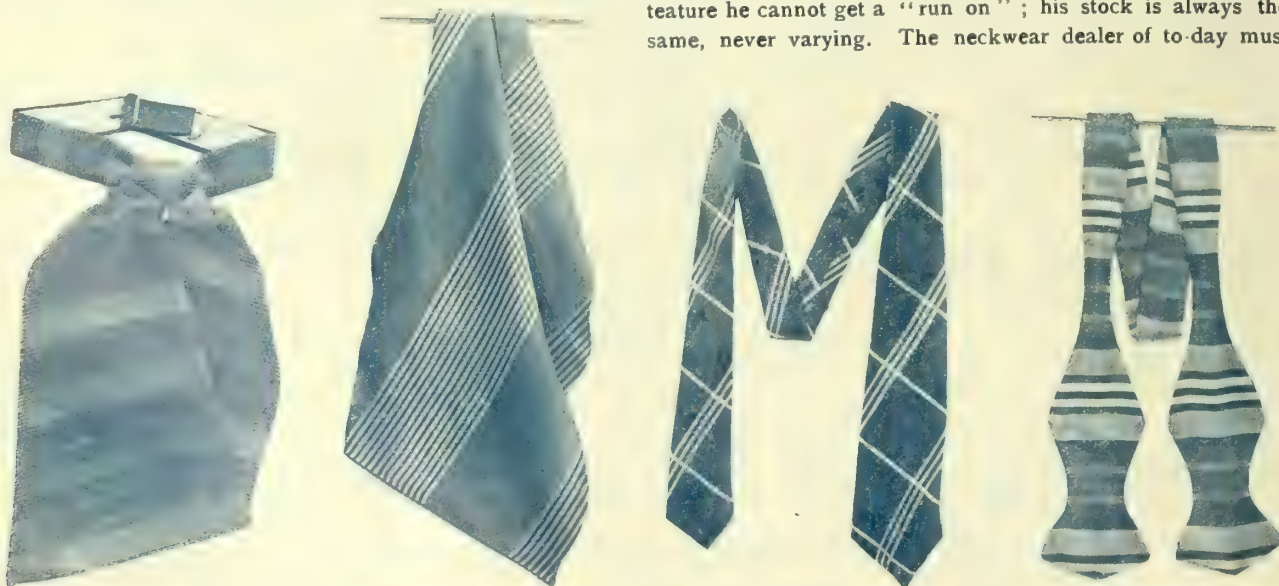
This running on a particular line insures regular changes of style. We have spoken to several firms who have adopted the idea, and they are unanimous in the opinion that it has its advantages. A little run on a tie soon clears it out and then the dealer is ready to buy again. Unless he has a particular teature he cannot get a "run on"; his stock is always the same, never varying. The neckwear dealer of to-day must



Fancy Half-Hose for 1901—Tooke Bros., Limited.

have shown a large increase over the preceding year, until at the present time they rank as one of the largest wholesale dealers in men's furnishings in the Dominion. A large stock is carried in the warehouse connected with their new shirt and shirt-waist factory at St. Henri, but for convenience a full range of samples are to be found in the down-town sample-room in Montreal, as well as at Toronto, Winnipeg, Vancouver and Quebec.

The demand for men's fancy-striped and plaid half-hose has been very limited in the past in Canada, while in the United States this class of goods has had an immense sale. Tooke Bros., Limited, are showing a handsome range of these



No. 1—Pull.

No. 2—Flowing End Imperial.

No. 3—Four-in-Hand Graduate

No. 4—Batwing.

TOOKE BROS.' NECKWEAR

*all cut to order this page except X
to Montreal Office 12/11/01*

TB.

TB.



To Montreal
all in bond
this page
as H. L. L.
2/1/01
2/1/99

White Dress Shirts that are made to fit.

No attachments required to keep bosom from bulging.

Stock complete in Bands or Cuffs, at \$9.00, \$10.50, \$12.00 and \$15.00 per doz.

We can ship at once Open Back White Shirts, Bands or Cuffs, to retail at 50c., 75c., \$1.00, \$1.25 and \$1.50.

SAMPLE ROOM:

22 St. Helen Street,

 MONTREAL.

TOOKE BROTHERS, Limited

St. Henri, near Montreal.

MEN'S FURNISHINGS—Continued.

change his styles often to be successful ; men get tired of what they have, and are ready to buy anything new and attractive.

Another point. When the window is dressed with one pattern an appropriate sign should be put in to harmonize and set the display off. For instance, one window of flowing-end, dotted ties was seen to have this sign :

Dots in lots
And lots of dots.

Several leading retail men's furnisners have conceived the idea quite recently that it is advisable to sell ties bought at \$4.50 per dozen and made to sell at 50c. for 45 or 44c. We are reminded by a contemporary that this is contrary to Hoyle, who laid down the rule that "the dealer shall never cut."

A keen rival of the old quilted dress shirt protector has been introduced during the past month in the form of an unlined muffler with plaited neck and full folds towards the ends, which are pointed. It is simply an enlargement of the flowing-end tie and can be worn with business or dress suit. Being suitable for day or evening wear it has been favorably received. One beauty of it is that it is more convenient than the old quilted protector as it can be folded up and put in the overcoat pocket. Retail, it sells for \$2 to \$4 each. The best quality is made of silks that are very handsome.

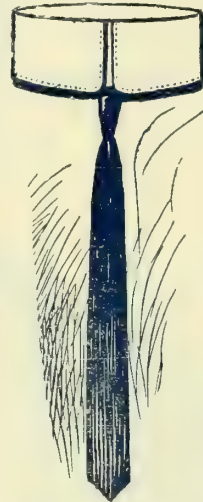
That new weave in silks, the Noile, which was introduced by Klotz, and which Charvet, of Paris, has made so famous in that city, seems to be making its way in this country, as The Niagara Neckwear Co., Limited, have had the range in their samples for some time. It is a peculiar weave, and many retailers could see nothing in it to admire. It is a rough and uneven texture, and reminds one of the old-fashioned rag carpet in style. The plain colors—that is, those without a pattern—are woven in two shades, and have a mottled effect, and the same are also made with stripes. The goods are certainly "high-toned," and the best class of furnisners are selling them freely. It is likely that similar textures and effects will be produced for the Spring business, and they will probably be softer and more pliable.

Among Tooke Bros.' ties are, No. 1, a puff, with pronounced head, suitable for wearing with the high turn down collar ; No. 2, the Imperial scarf, a leader in shape, especially in 50 and 75c. goods ; No. 3, a four-in-hand graduated, open at the ends, can be worn instead of the 1 3/4-inch derby with the high turn-down collar ; No. 4, a new batwing, designed purposely for the high turn-down collar with button-hole top. The newest muffler shown is "The Opera," put on the market three weeks ago. It has a full pleated neck, the ends flow gracefully, with negligee effect, and it can be used either as a muffler or evening-dress protector.

The Niagara Neckwear Co.'s travelers all leave for their different routes early in January with the most up-to-date line of neckwear they have ever shown in the Canadian market, and in high-class exclusive novelties they intend to continue leaders. Such goods as retail at 75c. and \$1, they say, will have exclusiveness, quality and workmanship that cannot be excelled.

Gault Bros. Co. are showing a number of leaders in ties, among which are : No. 1, 1 3/4-inch straight derby, adapted

for the high turn-down collar, making a neat, small knot ; No. 2, a batwing tie for Spring and Summer, fashionable, light and nobby ; No. 3, a batwing shield bow, for both ladies and



1 3/4-inch Straight Derby



The Batwing Tie, to wear with "Security" collar.



The Batwing Bow ready to wear with "Security" Collar.



Flowing-end Imperial.

GAULT BROTHERS' NECKWEAR.

gentlemen, to be worn with their new security collar ; No. 4, a flowing end imperial, which still goes well, though some manufacturers expect it to be displaced by the three preceding styles.

A firm that goes in for letter-order business to a great extent, besides having a number of travellers on the road, is Brock & Paterson, of St. John, N.B. They pay personal attention to letter orders, and by this means have worked up a large business in this way. Millinery and fancy dry goods are their lines, in which, by introducing many novelties and exclusive designs, they have made an enviable reputation for themselves and their goods.

Dress shirts at \$9 per dozen and Irish linen collars at \$1.10 per dozen will be welcomed by retailers, particularly in Fellows & Co.'s "Sterling" brand, which can be recommended to customers as among the best on the market. The shirts are shown in either long or short bosoms, in 2000 linen, and with Wamsutta bodies. The collars, which are warranted pure Irish linen, are in all styles, including different shapes in the popular high turn-down collar. The company's headquarters are at Troy, N.Y., where they are among the foremost manufacturers of that celebrated headquarters for these goods.

Among the Canadian manufactures that hold their ground against all imported goods must be mentioned Hall's gloves. The Ontario Glove Works, of Brockville, where these goods are designed and manufactured, is not only a favorite with the trade for the quality of their goods, but also because a handsome margin can be made by handling them. Imported kids at \$7.75 and \$9 per dozen ; imported Cape stock at \$9 per dozen ; genuine Parisian suede at \$10.50 per dozen, and genuine mocha at \$15 per dozen can be sold by cash buyers at popular prices with a profit of 40 per cent.

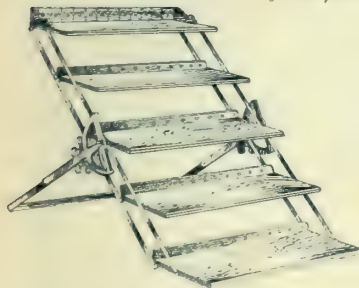
Dominion Suspender Co *Niagara Falls*

Makers of *Trade D Mark* Suspenders
Guaranteed

Niagara Neckwear Co Limited *Niagara Falls*

Makers of *American Styles*
Of Neckwear

Bought to owner 28/4/01 2/185.



"THE MARSHALL"

Up-to-Date

**Adjustable Display Stand
AND Window Dresser.**

Easily adjusted to

More than 20 Different Positions.

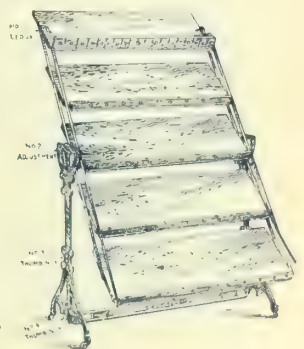
Having a ledge on each of the shelves to support the goods when at different angles.

ORNAMENTAL, HIGHLY FINISHED, STRONGLY MADE.

Manufactured by

E. M. MARSHALL, Sarnia, Ont.

Send for Catalogue and Prices



THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
Tel. Main 1985.

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by

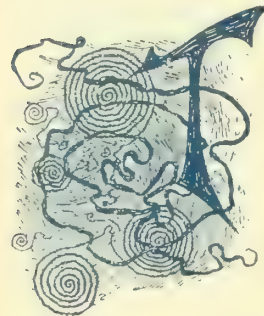
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

A DRY GOODS LETTER FROM NEW YORK.

The Spring Outlook Discussed with Special Reference to Silks, Whitewear, Lace Curtains, Cloaks, Costumes, Trimmings and Waists—The Bishop Sleeve—Fabrics to be Used for Waists—A General Look Ahead.

From THE DRY GOODS REVIEW'S special correspondent.

NEW YORK, December 20, 1900.



HE end of the Fall season finds the dry goods trade in general in fairly good shape, considering that, as a whole, the season was a disappointing one. The general trend of prices was on a declining scale from the start, and, while there has been a general recovery in many lines, the effect of falling

prices is always against the placing of large orders, which, in itself, curtails the volume of business.

THE SPRING OUTLOOK.

So far as Spring business is concerned, the outlook is exceptionally bright, and there is every indication that better times are ahead for the rank and file of the dry goods trade. The prolonged warm weather of the past Summer furnished the means of disposing of vast quantities of merchandise which might, under other circumstances, have been held over, and very general changes in style will also be effective in forcing an outlet for new goods. It is noteworthy, however, that there is an inclination to hold back purchases of some lines of goods that usually come in for early attention, but that is more the outcome of the past season's method of buying than to general conditions that would call for delays. Orders from the Pacific Coast on all of the lines included in men's wear have been on a par with previous records, but on women's lines, especially on made-up garments, the season is backward, and, where orders have been placed, they are not on the liberal scale that has usually characterized the Coast purchases. However, it is generally conceded that these conditions are forced on the trade by rapidly-changing styles, and that light purchases should be taken as a sign of caution rather than a lack of confidence in the outlook.

CLEARING LINES.

A general round-up of the market brings to light quite a few jobs of one kind and another, and a general disposition to close out the balance of stocks at prices from one-third to one-half off. The list includes silks, woollens, underwear, clothing, cloaks, wrappers, and almost everything except holiday merchandise and gold braids. The clearing up is helped out by favorable weather which was anxiously awaited by wholesaler and retailer alike.

FASHION IN SILKS.

The silk market is in better shape than it has been for months. The market has gradually absorbed the lots of various kinds that were thrown over, and staples are being held

in strong hands for gradual marketing. So far as early orders for Spring indicate any general lines of demand, it is apparent that printed wraps will be favored. There is a decided movement in favor of chins in large patterns, more or less Oriental in effect, but modified. Foulards are also prominent in the familiar make up, and also in satin-finish silvery effects, in scroll work and vine patterns, and some stripes. Taffeta is still looked upon as the great staple, though its use without ornamentation will be very limited.

JANUARY WHITEWEAR SALES.

There is no lack of interest in January sales of housekeeping linens, damasks, napkins, towels, crashes, etc., and retailers generally are making preparations for a big business as soon as the holiday rush is over. Prices are higher than in former years. In Spring purchases, art linens have a prominent place. Hemstitched goods and embroidered goods in an endless variety have been ordered from 6 in. doilies to 36 in. centrepieces.

CURTAINS AND UPHOLSTERY.

In the upholstery line, lace curtains have been very liberally ordered for Spring. The most prominent are St. Gall goods in Irish points, though brussels goods and French makes, renaissance, are well represented. Stores *bonne-femme* and *Brise Bies*, which in previous seasons have been restricted to the finer trade, are being offered in popular lines, and are likely to score a big success as the season advances. The demand for upholstery stuffs continues to favor Eastern patterns, large flowery designs, in high colorings and brilliant stripes.

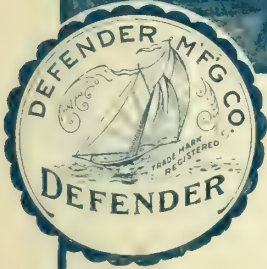
LONG GARMENTS IN CLOAKS.

The cloak season has dragged along on conservative lines, and what there is left of it indicates the continued popularity of long garments. The Horse Show emphasized the hold that long garments have taken on the public, particularly "the classes." In the later styles various modifications were introduced, such as yokes of panne velvet, which make a very effective contrast against the plain cloths. Plain and scalloped edgings of furs and velvets are also in evidence in the supplementary styles. Large revers are also a feature.

LADIES' COSTUMES AND TRIMMINGS.

Spring lines are slow in putting in an appearance, but it is quite evident, even at this early date, that suits will constitute the bulk of Spring business, and that elaboration will be carried to even greater extremes than for many years. In conjunction with the strong leaning toward military effects, there is noticeable a tendency toward the use of metal ferrets or spikes. Blouses are trimmed with from four to a dozen of these spikes suspended from black ribbon or velvet. The spikes are in gilt, silver, or oxidized effects, and are also used very extensively on dresses as a trimming to rosettes. There has been a strong run on velours in short jackets and blouses. The bishop sleeve is favored in velours. Sleeves with scalloped edges are quite prominent in general lines. In separate skirts, the dress models have regained their commanding position, and the rainy-day varieties, which have so

"Ye Bride of ye Century ago."



MEET THE DEMAND FOR THE EXTENSIVELY ADVERTISED

DEFENDER MFG. CO.

SHEETS AND PILLOW CASES

OWNED AND OPERATED BY

THE H. B. CLAFLIN CO.
NEW YORK.

DEFENDER—A Popular Brand
PALMA—Beautiful, Fine, Soft.
SELKIRK—Heavy, Resembles Linen.
WEXFORD—The Very Best Quality.

All Materials are TORN, not cut. This insures Straight Edges after laundering. Made under Sanitary Conditions.

No Sweat Shop Work.

Full Measure AFTER hem is turned

ALL SIZES in Plain, Hemmed, Hemstitched and Fancy Hemstitched, in Endless Variety.



"The Bride of to-day."

Printed Matter furnished free with all reasonable orders. Samples and Prices on Application.
OVER 10,000,000 YARDS OF MATERIAL USED IN 1899.

NEW YORK LETTER—Continued.

long held the foremost place, are gradually losing their hold, though they are by no means discarded.

WASH SKIRTS.

Lines of wash skirts in the lower-priced range of fabrics have been ready for some time, and have been ordered in the usual quantities by the jobbers of the West and Southwest. This class includes ducks, linens, crashes and piques, with the preference, so far as it exists, in the order named. Mercerized cottons, in a great variety of patterns, striped and figured, also appear in the early purchases. This is a new departure for outside skirts. The favored models have flounces with a rather pronounced flare, but what the eventual trend of the demand will be is largely a matter of conjecture.

THE TRADE IN WAISTS.

The immediate demand for waists centres on holiday lines, which have been made a feature of retailing all over the country. The flannel waist is more than ever paramount, but there are indications that the Spring demand will revert to a larger proportion of silks. Military effects and gold braid trimmings still have the call, but styles with spikes in profusion are the latest candidates for popular favor. There is a flurry in favor of peau de soie, largely as a result of the holiday trade, but it is quite likely that in the earlier Spring demand this fabric will be well represented.

Spring lines of waists have been ready for some time, and, while orders have not been as early as usual, there is abundance of evidence that the Spring of 1901 will be looked upon as a shirt-waist season. Last year there was considerable talk of a revival of jerseys, but, this time, they are not even considered and there is not to be found in New York a single complete line of jerseys outside of French lines for importation. The most noticeable feature of the Spring lines is the predominance of white. The delicate shades are represented, and are not likely to be neglected in the flannels and albatross cloths, but otherwise white has the unquestioned preference.

FANCIES IN FAVOR.

Plain effects are only shown in the very low and the very high-priced samples. Elaborations of every kind are favored. The same tendency toward tucking, plaiting, hemstitching and cording is noticeable. Stripes are fairly well represented; polka dots, small and placed rather far apart, are well thought of; flowery effects are not considered. The preference is for shear fabrics and open effects. All-overs, laces and lace effects generally are favorites. Plaids are conspicuous by their absence, but there are a few small checked patterns.

THE BISHOP SLEEVE REIGNS.

The leader in the fabrics is lawn, though a great variety of materials is included in the popular range—madras in plain colors, and tiny stripes; India linons, chambrays, batistes, dotted Swisses, and mercerized cottons. Percales are relegated to the very cheap end of the line, around the \$4 50 per dozen mark (wholesale price). In the finer grades one finds mulls, embroidered estamines, dimities and a variety of novelty fabrics of the plisse order. The style most favored is a modified blouse, closer fitting than in previous seasons. The bishop sleeve has been almost universally adopted in the whole range of prices, from \$2.75 per dozen to the highest. Soft collars and soft cuffs are given the preference.

WM. J. BRANDT.

NISBET AND AULD.

DURING the past year Nisbet & Auld have greatly increased their prestige as a leading woollen house, by the introduction of novelties and submitting to the trade an assortment comprising every fabric used by the merchant and ladies' tailoring trade of Canada. Their position in the trade gives them a material advantage in the purchase of goods, their outlet permitting them to handle large quantities of line. This fact secures for them the first choice of mill over-makes as well as exclusive control of many ranges.

Their Spring range for men's and women's wear is superior to any they have yet shown, the assortment being larger and the styles better. In women's fabrics, their stock is selected from every market where style and value is the gauge of merit, and they are now devoting the entire third floor of their warehouse exclusively to this department. As heretofore, they have given the preference to Canadian-made goods, and the constant improvement in the home market is now recognized and appreciated by Canadian buyers. In certain fabrics the competition is solely between the Canadian makers, the foreign manufacturers having to fall back on lines not yet perfected by our own mills. Nisbet & Auld are showing a splendid assortment of homespuns, friezes, venetians, broadcloths, fancy tweeds, etc., in Canadian and foreign makes.

Homespuns are selling as freely as ever for Spring, with an addition of choice new colorings. Plain shades, with fancy check back, are very popular, also pinhead effects, which are being shown by leading London houses as a compromise between the plain goods now in demand and the extreme checks in vogue a year ago. The Oxford Manufacturing Co., through Nisbet & Auld, are showing a fine assortment of homespuns for men's and women's wear. The "Oxford" goods are steadily growing in popularity, and to day are handled by merchants whose purchases, with this exception, are made exclusively in England. Sales in venetians and broadcloths indicate a revival in these goods, and a special line of the latter to retail at \$1.50 per yard has sold exceptionally well.

In addition to the "Oxford" agency, Nisbet & Auld have been appointed sole Canadian agents for Hambly Bros' "Devonia" serges. These are West-of-England goods, whose merits will commend them to the trade, and a trial order will convince the buyer of their excellency.

A range of French printed foulards and satins are a handsome addition to Nisbet & Auld's stock of plain sateens, broches and 54 inch Italians, in high colors. These are very choice in design and coloring, and require a close examination to distinguish them from silk.

If "Imitation is the sincerest flattery," the firm of J. & J. Cash, Limited, Coventry, Eng., are indebted to certain manufacturers in America for many strong compliments. This firm are the originators of the well-known ruffled frillings which have been received so favorably in Great Britain and the United States, and their introduction to Canadian merchants through THE REVIEW's advertising columns this month will likely be the commencement of a large business in this country also. For ladies' and children's underwear, etc., they have the reputation of being excellent wash trimmings, which, together with the fact that they have reduced the whole of their prices 10 per cent., will make many friends for them.



Feder Pompadour Skirt Protector.

Improved Brush Edge
Will outwear any skirt.

Incomparably the best.
50 colors.

For Sale by all Dealers.

THE
Canadian Woollen Mills Co.
St. Hyacinthe, P.Q.

Manufacturers of

Knit Goods
Tweeds
Flannels
Hosiery

MAKING READY-TO-WEAR CLOTHING.

A Description of the Processes of Manufacturing in a Great Canadian Establishment.

NOTHING is of greater interest to the retail drygoodsman than the manufacture of the goods he handles, and if a visit be paid to one of our large clothing manufacturing establishments, the dealer in fine ready-made clothing will come away with a knowledge of many things that may be useful to him in business, as well as of details in the making of part of his stock in trade that every merchant should know. Every opportunity should be taken to go through such places as The W. E. Sanford Manufacturing Co.'s warehouse in Hamilton, where so much of the ready-made clothing of Canada is made.

The managing of such an immense business is no sinecure, and, besides hard work and ability, requires years of experience before things can be made to run as smoothly as they do here. A look over the premises will reveal many things of interest to the visitor, whether he be familiar with the manufacturing of clothing or not, as the machinery is all of the latest pattern, and the system upon which the whole business is run is the result of many years of effort and practical knowledge.

A piece of cloth goes through many operations before the garments are ready to be shipped, and an interesting hour or so may be spent in following the cloth from its entrance into the factory to the departure of the finished product for some distant part of Canada or a foreign country. When first it enters the building it is taken into the sponging-room on the top floor. Here a machine composed of two large cylinders, each perforated with thousands of holes, and filled with steam, sponges the cloth. The cylinders are covered with several thicknesses of canton flannel to prevent the steam from heating only where there are holes in the cylinders. By means of this covering the cloth is evenly steamed all through. The cloth is wrapped around one of the cylinders, and, when it is steamed until the first half closest to the cylinders is thoroughly sponged, it is then wound around the other cylinder, so that that part which was farthest from the first cylinder is nearest to this one, and in this manner each part is equally sponged. Above the machine in a small skylight an electric fan rapidly revolves, and takes the steam out of the room. All cloths are not sponged.

When thoroughly steamed the cloth is taken from the cylinder and transferred to wooden rollers to be dried. This process takes several hours, varying with the character of the goods. From these rollers the cloth goes to the examining and measuring machine. Over a large roller in the centre of the machine the cloth is first drawn. This roller has a revolving indicator on the end, which measures off the cloth by yards. It then goes up to the top of the machine and is drawn over rollers and examined to see if there are any flaws in the cloth. Whenever one is noticed the examiner marks it with chalk, so that when the piece comes to the markers they can lay their pattern so as to miss the flaw. When the examiner is through with the cloth it is laid on the markers' tables, which, together with the measuring machine, are in the new addition to the building. There are a large number of these tables, both in this room and an adjoining one, the latter of which

before the new addition was built was used altogether for the marking.

The cutting machines in this room are run by electricity. Any number of thicknesses of cloth can be cut at the same time, providing that it is not thicker than the knife is long. These machines are pushed along through the cloth with the greatest ease, the knife moving vertically quicker than one's eyes can follow. When the patterns on one table are cut out the cutting machine can be disconnected from the flexible electric wire and removed to another table, where there are other marked goods waiting for the machine. In the old cutting room, which is now largely devoted to military goods, besides electric machines there are three Fenno steam cutting machines, which are just as speedy as the electric ones. These machines have circular knives, which revolve rapidly like a buzz-saw. They are more suited for cutting cotton goods than the vertical knives. While going through this department I noticed an operator cutting 32 thicknesses of white cotton for military sleeve linings. There are also hand knives used, a slit in the table allowing the knife to be moved up and down. A pile of cotton goods about 4 in. deep and containing 100 thicknesses, which was too deep to be cut by the machines, was being cut by hand.

Another room is given over to the trimmers, who take the goods after coming from the cutting machines. The trimming is of course all done by hand. A stock-room beside this contains all necessary linings, threads, buttons, etc. When the goods are trimmed they are sent into what is called the receiving-room, which will require a word of explanation.

The W. E. Sanford Manufacturing Co. employ a great number of outside hands who do the work of making up the clothing in their own homes or shops. With the exception of the military goods all the manufacturing is done in this way. The clothing is brought in ready to wear in all details except in regard to the buttonholes, which are made in the building. Mr. Sweet has a great deal to say in favor of this system. "It is not only cheaper for us," he said, "but it gives work to many poor people who could not otherwise get it. There are hundreds of women who cannot leave their homes to work in a factory who do our work. Some of them have three or four girls, while others employ 25 or 30, and from one up to 13 or 14 machines, and make exceptionally good wages."

In the receiving-room the foreman was giving out and receiving work from these outside hands, and the place was crowded all day long with people coming and going with their work. At one end of the room a cashier pays each person as the work is brought in. This goes on from eight in the morning until five o'clock at night. Three carters are employed carrying work to and fro between the warehouse and the houses of the employees.

When the clothing has been received and examined it is sent to another department in the building, where a long row of men and women are busy making the buttonholes in the clothing. Some 21 machines are constantly going here, some of them making from 2,500 to 3,000 buttonholes per day. Different makes of machines are used, and a number are stored away under the counters to be used in the event of a

SPRING 1901.

Men's, Boys' and Children's Suits

in Fancy Worsted and all the Latest
Novelties in Tweeds and Cheviots.

NOBBY SPRING OVERCOATS

Vicunas and Unfinished
Worsted.

RAGLAN OVERCOATS

of every description.



All are made with the style and finish which make our clothing characteristic. The largest and most complete Spring line ever shown by our firm.

W. E. SANFORD MFG. CO.,

LIMITED

BRANCHES:

WINNIPEG, MAN.—Cor. Princess and Bannatyne Streets.
VICTORIA, B. C.—53 and 55 Douglass Street.
NELSON, B. C.—Houston Block.
TORONTO, ONT.—47 Bay Street.
MONTREAL, QUE.—502 Board of Trade Building.

 Hamilton, Ont.

READY-TO-WEAR CLOTHING—Continued.

breaking down of any of the others. The buttonholes are all marked out before being sent to the machines, though one young woman was making them without any markings. "She's been at this work so long," said Mr. Sweet in explanation, "that she knows just where the holes should go without any marks to guide." Three of the machines did the barring of the buttonholes, which, until recently, was done by hand, though a few machines in this room did both barring and making the holes. The foreman of this department, Mr. Sam Landers, President of the Trades and Labor Council, is the Provincial Organizer of the United Garment Makers of America, and has been appointed by the Government as the Hamilton correspondent for The Labor Gazette.

A great quantity of military clothing is made here. Six shops are kept going every day in the year. At present a contract is being fulfilled for the troops in South Africa. The British War Office has called upon this company to provide uniforms for the troops in different parts of the world, and showed its appreciation of them by clothing the Canadian soldiers with them before their return home. Recently this company performed a feat in making military clothing which brings credit upon the whole country. An order was received from the India Office for 11,000 overcoats for the British troops in China. The order was received August 20 and the goods were to be ready to be shipped at Vancouver by September 27. To carry out this contract over 500 coats per day had to be turned out after the material had been ordered and manufactured. The six military clothing shops were increased to eleven and many extra hands employed. Figuring on a ten-hour work day, the astonishing average of a coat per minute was reached. The work was all well done, and pronounced by the Government inspectors on the premises to be ahead of the Imperial standard samples.

The lower floors are used mainly as stock-rooms, others for job lines, youths', boys' or men's suits, overcoats, worsted suits, etc. Two large rooms are used for packing and getting ready for shipment. The basement contains two bond-rooms, where imported goods are kept until the duties are paid. Others are used for the goods after they have been unpacked. The engine and boilers are also in the basement, and from these and an electric dynamo the building is heated and lighted, and the different steam and electric machines are operated.

There are about 300 hands employed in the building, while those outside are estimated to be about 1,500. There are offices for the buyers, travellers, stenographers, etc., as well as the general office and those of the managing-director, Mr. Green, the vice-president, Dr. Vaux, and Messrs. Sweet and Oliver, all of which are fitted up in the latest style.

Last year a new addition had to be made to the building, making it now 108x216 feet. Every room in the four storeys is used, the working rooms being very large and well lighted, some by electricity and others by gas.

J. H. Bishop, jr., of the J. H. Bishop Co., Sandwich, Ont., sails from Hamburg on December 11 on the steamer Wilhelm der Grosse.

Milverton is but a village in Perth county but possesses four of the best general stores to be found, all of which do a fine trade. The secret is simple, the merchants are live men who keep a full line of goods and are able to sell just as cheap and good stock as at the county seat, which is only a short distance from them.

Millinery

We know our business has grown very rapidly.

Our customers know it.

Three years ago 1,750 feet floor space.

To-day . . . 24,500 feet floor space—fully equipped for the scientific handling of a large millinery trade.

An up-to-date, Twentieth Century business.

The Reason Why ?

Well! Our customers say we have "the knack" of getting the selling lines—the right stuff, and—here is a point—at the popular prices.

Price

is a great lever in business. Our prices will bring you trade. We know it.

Stylish, high-art millinery that is not too high priced to be shown with the price tickets in sight.

Would it not pay you to investigate?
Get in the swim.

Visit our Spring Millinery Openings.

Come once, and—our word for it—you will come again. They all do.

Clark, Pennock
& Company,

LONDON, ONT.

J.B.

J.B.

all cuts on this
page to A & H from
2/1/01 2/19/01



TOOKE BROS., LIMITED, MONTREAL.

"N" STYLE.

Phillips & Wrinch, "Leaders in Smallwares," Toronto

LORRAINE BELT LOOP



Produces the Long-Waist (Straight-Front Effect).
Makes a Belt in a minute, without pins or sewing.
Will fit any width ribbon.

Sold only through ourselves.
Fully protected.

Specialties in Jewelry for
Men and Women

Hair Ornaments and Hairpins

of all kinds.

Sole Agents for the celebrated needles of
Wm. Woodfield & Sons, of Redditch, Eng.

*Every prudent dealer will become acquainted with our stocks either
direct or through our travellers.*

Phillips & Wrinch, 5 Wellington Street W., Toronto

OTTAWA - 193 Sparks St. MONTREAL - 13 St John St. QUEBEC - 111 St Joseph St

Smallwares AND Novelties of All Kinds

This is the dealers' favorite house for smallwares. The "thousand-and-one" little things that go to make one's stock complete, and more than much else hold shoppers' custom, are found on our shelves, and if there's anything new going we're sure to have it.

—The L'Aiglon stock collar is a novelty that every live dealer will want to show.

—Gold tinsel will be used not only for belts, but largely for collars and ties. The trade will find our stock of a size and assortment to meet all requirements.



Ribbon ends or Spikes. We show a large range of these Novelties to run from 5c. up.



Gold Ribbon Band
for the Neck.

Phillips & Wrinch--"Leaders in Novelties"--Toronto.



NEW L'AIGLON BELT.

L'Aiglon belts will be one of the fashionable styles of the season, and every dealer should count a range of these in his stocks.

Our leading novelty in ladies' belts is what will be known as the "Fit-Form" belt, patented by ourselves. These are made largely of leather and cross at the point, giving to the waist a long slender effect and making them very popular with all classes.

Gold tinsel will play a large part in the making of all kinds of belts, and we have some beautiful goods to show in this way.



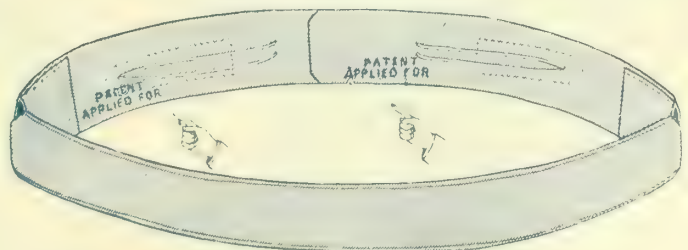
GOLD BELTS. WE MAKE A BIG VARIETY.

MEN'S BELTS.

In men's belts we have something new this season, manufactured by ourselves—a belt so constructed as to be attached in simple and easy manner to the buttons of the trousers and prevents slipping.



NEW FIT-FORM BELT.



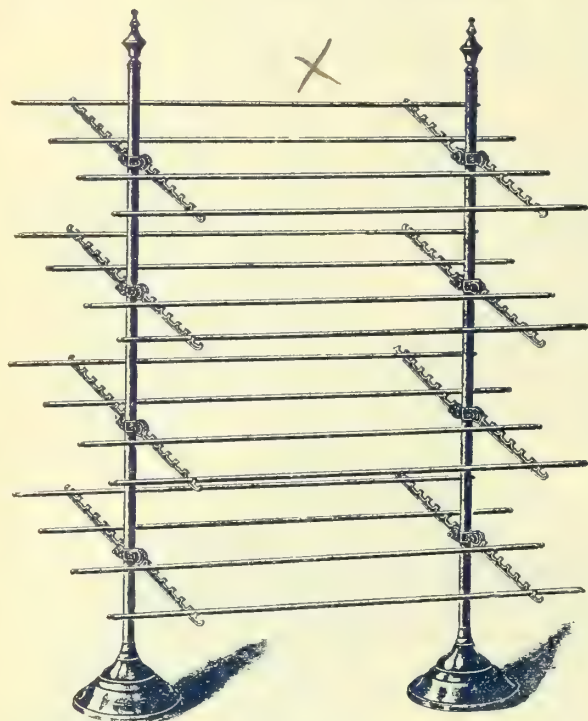
NEW PATENTED MEN'S BELTS. IMPOSSIBLE TO SLIP OR GET OUT OF PLACE.

Phillips & Wrinch,

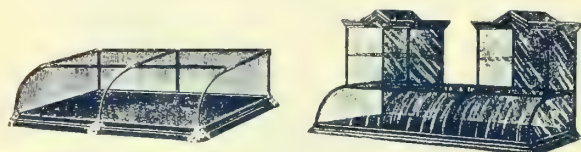
5 Wellington St. W., Toronto.

Ottawa, 193 Sparks St. Montreal, 13 St. John St.
Quebec, 111 St. Joseph St.

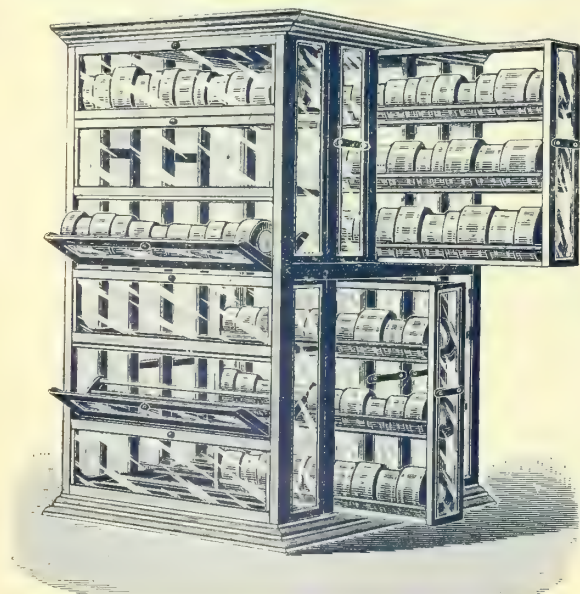
DISPLAY FIXTURES SHOW CASES, MIRRORS.



Window Fixtures, Single and Double Arm
Finished in Nickel or Antique Copper.



Show Cases for Druggists, Dry Goods Merchants, Fancy Goods, and every line of business.



Ribbon Cabinets, Glove Cabinets, Collar and Cuff Cabinets, Hat Cabinets.

Wax Figures

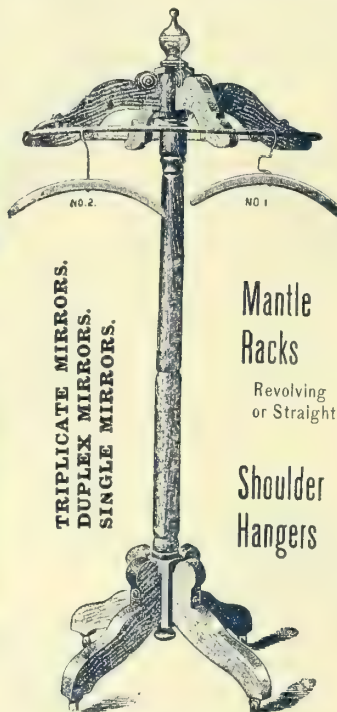
made of best material and workmanship for every kind of business.

Papier Mache Forms

in great variety.



All our Wax Figures have best human hair.



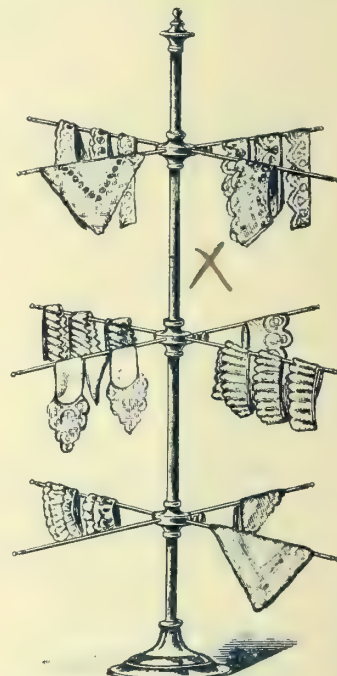
TRIPPLICATE MIRRORS.
DUPLEX MIRRORS.
SINGLE MIRRORS.

Mantle Racks

Revolving
or Straight

Shoulder Hangers

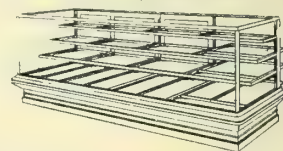
Display Racks of every description.



Nickel Plated Counter and Millinery Stands.



Wall Cases and Glass Counters.



WRITE FOR QUOTATIONS BEFORE ORDERING

CLATWORTHY & CO.,

46 Richmond
St. West,

TORONTO.

Customs not marked & returned to U.S. 10/1/00
 Clatworthy 14/1/01

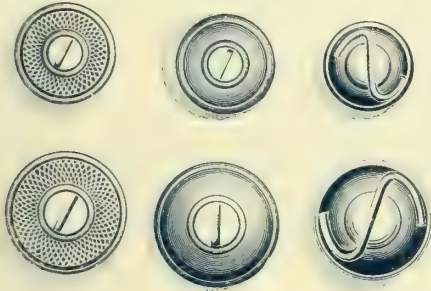
TO THE WHOLESALE TRADE ONLY.

Metal Brace Buttons

"ECLIPSE" BRAND.

The Best Bar Brace Button in the Trade.

We are the Sole Makers in Canada.



The above cut shows the front, the back and the inside of the button. Note the manner of inserting the bar, giving it strength, security, and perfect smoothness; warranted not to cut the thread.

For prices, apply to

E. W. MUDGE & CO., Selling Agents,

MONTREAL, or to

The Eclipse Office Furniture Co. of Ottawa,
Manufacturers, OTTAWA, ONT. Limited

MANTLES

COSTUMES

SKIRTS, Etc.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's

Skirts, Blouses, Jackets,

Mackintoshes, Capes, Etc.

in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples and learn your needs.

Corby, Palmer & Stewart,

39, 40, 41a St. Paul's Churchyard,
LONDON, ENG.

Celebrated P. D. Corsets.

all to Month. Office 27/2/00

10 GOLD MEDALS.

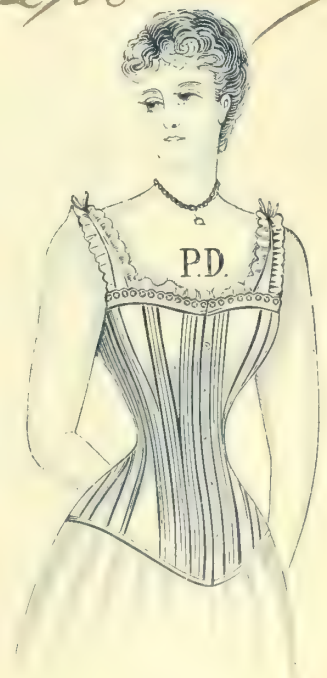
It is a well-known fact that the Celebrated P. D. Corsets are the finest corsets made and imported into Canada. The live retailers in each town stock them.

We keep constantly a well-assorted stock on hand.

Write for samples and prices to



ART 631.



VICTORIA SQUARE

KONIG & STUFFMANN

MONTREAL

NOW READY...

SOFT AND STIFF
SPRING AND SUMMER STYLES

"Mallory's Make"
MEN'S HATS.

SOLD DIRECT TO RETAILERS.

E. A. MALLORY & SONS

NEW YORK OFFICE, 13 ASTOR PLACE.

Head Office and Factory, DANBURY, CONN., U.S.A.

SEND FOR CATALOGUE.

Be Sure You Have the Best.

Lindsay, Thompson & Co.,

LIMITED

LINEN THREAD MANUFACTURERS AND FLAX SPINNERS.

Mulhouse Works: Grosvenor Road, BELFAST.

Prospect Mills: Crumlin Road, BELFAST.

Dewhurst's Cotton Threads

All Cords and Finishes.

Guaranteed Full Length.

Millward's Sewing Needles

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

WARD'S HARD ASH.

Sole Agents for Canada . . .

GEO. D. ROSS & CO.,

24 Wellington St. W., TORONTO

648 Craig St., MONTREAL

The "P.L." Corset

manufactured by The Wray Corset Co., is suited to the very latest fashions, being straight front, low bust, long hip. ✱

The "P.L." and "F.B." Corsets are well suited for latest styles, being made with fine curved waist lines and rounded hip, low bust, producing an elegance of figure that is so desirable. They are a perfect-fitting corset, combined with all the ease and comfort possible. No hard seams or steels—inside perfectly smooth. These Corsets are giving universal satisfaction everywhere. Price, \$1.00 to \$5.00, at all leading Dry Goods stores throughout Canada.

THE WRAY CORSET CO.,
LONDON, ONT.

Phone 115. P.O. Box 254.

Cable Address, "Wilson, Ottawa."

WILSON BROS. & CO.

Wholesale Dry Goods and Smallwares,

*Commission
Merchants.*

75 Queen Street, OTTAWA, ONTARIO.

WE would remind the trade that we have moved to more convenient and central premises, and with our 15 years' experience with the Ottawa trade we feel sure we can satisfy the most exacting demands for a wide range and high quality of goods in our line. We are handling some special lines in **Dry Goods, Millinery, Smallwares and Lumbermen's Supplies.** All orders will have our personal and prompt attention.

WILSON BROS. & CO.

Wholesale Dry Goods, Smallwares
and Lumbermen's Supplies.

75 Queen St., Ottawa, Canada.

A. STEDALL

Wholesale and Export Costume and
Mantle Manufacturer. . . .

2 CANNON ST., LONDON, ENG.

Specialité: English-Made Goods.

Ladies' Tailor-Made Costumes.

THE LARGEST STOCK
IN EUROPE.

Canadian Buyers

visiting England are
invited to call and
inspect

NEW SPRING RANGE

ON SHOW EARLY IN

January.





SOME DESIGNS FOR 1901.

The designs which are shown in various materials for Spring trade are more noticeable in cotton fabrics than in others, because, in woollens, the run is on plain goods. Where patterns are in vogue, they are subdued and not easily reproduced by photography, as is the case in the accompanying engravings.

Nos. 1 and 2 (Nisbet & Auld) are woollen fabrics of Canadian make and superior quality. The stripe is a great favorite for men's wear: Nos. 3 and 8 (The W. R. Brock Company, Limited, Toronto) indicate the new effects in cotton fabrics. These fabrics are organdies and muslins, and stripes and dots and clusters of dots are seen in favor. Two lace designs are shown, Nos. 9 and 10 (John Macdonald & Co.), the latter being the popular vandyke effect in Saxony lace galloons.

THE FIRM OF MENZIE-TURNER, LIMITED.

PROBABLY one of the largest and cleverest business transactions in Toronto of recent date was the purchase of the stock of Menzie-Turner, Limited, manufacturers of window shades, curtain poles, etc., by a syndicate composed of Messrs. R. E. Menzie, H. S. Cowan, V. E. Ashdown, F. G. Soper and H. B. Johnston.

It will be remembered that until May last Mr. R. E. Menzie was the manager, and a large shareholder in the firm of Menzie, Turner & Co., and, upon the formation of this company into a joint stock concern, Mr. Menzie severed his connection with the same. A few months elapsed, when, about September 1, the above named syndicate organized a company to be known as The Merchants' Shade Co., but, before this new firm were fairly launched, they succeeded in purchasing the controlling interest in the already-established company of Menzie-Turner, Limited. It is said that the purchase was effected on exceedingly favorable terms for the new directorate.

The company have an authorized capital of \$300,000, with \$250,000 fully paid up, and have been established since 1878.

Mr. Menzie was at once made president, and assumed the general management. The other gentlemen are all men of experience—Mr. H. S. Cowan and Mr. V. E. Ashdown having been connected for many years with the firm of Geo. H.

Hees, Son & Co., and Mr. F. G. Soper has been associated with Menzie, Turner & Co. since their commencement.

The business is being carried on as heretofore, and we doubt not with the same vigor which has characterized its progress to the present time. Their ad will be found on page 230 of this issue.

IN NEW OFFICES.

J. H. Parkhill and R. McRae, manufacturers' agents, formerly at 46 Toronto Arcade, have moved to 207 McKinnon Building. This move has been made necessary in order to secure larger premises for the accommodation of their rapidly-increasing business. Mr. Parkhill represents The Alaska Feather & Down Co., of Montreal, and The Maritime Wrapper Co., of Woodstock, N.B. Mr. McRae represents Lang & Co., of Glasgow and London, manufacturers of curtain muslins, etc.; The Anglo Scotian Mills, of Beeston, near Nottingham, manufacturers of lace, hosiery and shawls; and David Barbour & Company, of Glasgow, manufacturers of tapestry coverings and drapery materials.

W. H. Robinson, of Robinson Bros., dry goods merchants, Oakville, we are pleased to see, is again able to get down to his business after his severe illness.

TRADE *W.G.R.* MARK

ALWAYS AT THE TOP



STRATHCONA'S
HORSE

The Newest
High Band
Collar.

Four Heights-
2" 2 $\frac{1}{4}$ " 2 $\frac{1}{2}$ " 2 $\frac{3}{4}$ "
at Back.

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,
MANUFACTURERS
SHIRTS, COLLARS AND CUFFS
BERLIN, ONT.

TRADE *W.G.R.* MARK

ALWAYS AT THE TOP

2¼Inches
High
at
Back



3Inches
High
at
Front.

NORWOOD

**Very Appropriate
for Evening Dress.**

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,

MANUFACTURERS
SHIRTS, COLLARS AND CUFFS.

BERLIN, ONT.

TRADE *W.G.R.* MARK

ALWAYS AT THE TOP



OTENZA

One Height Only

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,

MANUFACTURERS
SHIRTS, COLLARS

BERLIN, ONT.

TRADE *W. G. & R.* MARK

ALWAYS AT THE TOP

Back
2 1/2 Inches
High



Front
2 1/2 Inches
Wide

ORWELL

A General Favorite

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,
MANUFACTURERS
SHIRTS, COLLARS AND CUFFS,
BERLIN, ONT.

SHARP, PERRIN & CO.

MANUFACTURERS OF

Ladies' and
Children's
Underclothing and
Baby Linen



Skirts, Corsets,
Fancy Knitted
Hosiery.

Factories—LONDON
AND LONDONDERRY.
31 OLD CHANGE,
LONDON, E.C.



Children's
Dresses,
Infants' Millinery
and Sun Hats



Illustrated List

(200 pp.)

mailed free on receipt
of business card and
trade reference.

W. T. Benson & Co.

164 St. James Street,
MONTREAL

IMPORTERS AND DEALERS IN

Foreign, North-West and Domestic Wool

DYESTUFFS, ANILINE COLORS, DYEWOOD EXTRACTS
AND ALL CHEMICALS, COCOANUT OIL, PALM OIL,
TALLOW, ROSIN AND ALL SOAP STOCKS

King's Famous Scotch Hollands

JOHN KING & SON

Manufacturers of

Scotch Window Hollands

142 West Nile Street,

Established 1775.

. . . **GLASGOW**

BALDWIN & WALKER

Limited

Halifax, England,

are the makers of the celebrated

"LADYSHIP"

Knitting and Fancy

WOOLS.

Their Agents in Canada are

John Gordon & Son,

17-19 De Bresoles Street,

MONTREAL

who now hold a representative stock
ready for the Spring trade.

Things of Beauty

For Ladies' Wear

to be found at ❀ ❀ ❀ ❀ ❀

TIDSWELLS'

All the Season's Novelties are here shown. Every new and stylish idea in Ladies' Shirt Waists, Blouses, Neckwear, and Lace Goods is here worked out and displayed in its various forms.

Silk Shirts

Flannel Shirts

"VIYELLA" and "ROWENA"

Flannel Shirts are "good business."

Cotton Shirts

Silk Blouses

Robes, Muslin and Lace

Lace Blouses

Real Laces

Silk Laces

Cotton Laces

Allovers, Silk and Chiffon

Embroidered Lisses

Veilings

Fichus, Jabots

Bows and Ties

Neckbands

Linen Collars

Aprons, Belts, etc.

E. & H. TIDSWELL & Co.

Manufacturers,

3 & 2 Wood St., LONDON, ENG.



“GRIFFIN” Brand



—OF—

Pure Woollen Underwear

—IS—

GUARANTEED UNSHRINKABLE

and is made in every kind of garment for Ladies', Gentlemen's and Children's Shirts, Pants, Combinations, Vests, Drawers, Kilts, etc.



Facsimile of Tab attached to each Garment.

Every Garment bearing this Tab will be



Exchanged Free

if found to Shrink in Washing.

Excellent Testimonials from the Leading Laundries.

The “Griffin” Brand Underwear will not Felt or become Hard in the Wash, and keeps its Elasticity, Smoothness and Size to the last, and is

ABSOLUTELY RELIABLE.

SPRING SAMPLES, NOW READY, SENT ON APPROVAL, WITH CIRCULARS, CARRIAGE PAID.

SOLE MANUFACTURERS:

F. & W. E. WHITE,

AND AT

ESTD. 1790.

125 Wood St., London, E.C.

Loughborough, England

SUCCESS IN A SINGLE LINE.

It is a waste of money nowadays to go about a thing blunderbuss fashion. The man who has an objective is the man who gets somewhere, if he goes at it with a will.

In business the man who settles down to doing one thing in a certain way and stays with it long enough will succeed, provided, of course, that he is doing something worth while.

A good many years ago a firm started into business in Montreal. They had an idea that Canada was a good market for warm clothing. At first they made mitts and lumbermen's socks, mostly. But they made good socks and good mitts and their trade grew incessantly. By-and-bye they started making heavy warm clothing—leather jackets and such like. At the same time they increased and improved their mitt and sock lines. Then the Klondyke boom came along and the company hopped in with blankets, sleeping bags and everything else that a man needs to wear north of the Arctic circle. At this time the firm had been many seasons making moccasins, warm mitts, etc., and when the Government equipped the Yukon contingent of the North-West Mounted Police they came to the firm that "knew him" for the wants of their men.

All this time the firm stuck to warm clothing. They didn't get fidgety and begin to figure on the profits that could be made on a sideline of straw hats and gingham shirts or any other hot-weather goods—they just stuck to the kind of goods they started out to make—the things they knew how.

To-day, that firm, The Hudson Bay Knitting Co., is known from the northeast tip of Newfoundland to the northwest outpost of the Yukon and every place in between where winds blow and snows drift—where warm mitts, socks, moccasins or clothing are wanted.

The writer remembers when this firm had a single flat at the top of a high building and you worked the elevator with your feet. When you got to the company's office you could sit down and enjoy a fine view while you recovered.

To-day, they have a big five-storey building at 30 St. George street, Montreal, and that is now so small, or rather their business is so big, that an outside storage warehouse has to be used.

I had an interesting chat with the company's president, Mr. Westgate. He smiled when I asked him what had made his business grow so big. That smile meant a lot—a good deal more than I can tell here. It meant memories of difficulties overcome, of a long time of successful planning, of close attention to raw material markets, of unceasing watchfulness in manufacturing, of shrewd financing, of a staid business policy, of courage to carry out his policy. It meant success that is told only in the lusting of busy years of activity—of concentration and energy. There was a world of untold meaning in that smile.

Perhaps the story can be more easily told from the reporter's own observations, made in a tour through the factory in company with Mr. Westgate.

Here are gathered innumerable sorts of skins of many different tannages gathered from the four quarters of the earth.

Each kind of skin is bought for some particular purpose, for some line of garment or part of a garment. It is the best kind for its use—selected as the result of years of experience.

In the manufacturing The Hudson Bay Knitting Co. long ago adopted the policy of keeping on its good help from season to season. They have hands in their employ who have practically grown up in the business—who have their work down

to a fine art—who produce a maximum of results at a minimum of cost, and do it well.

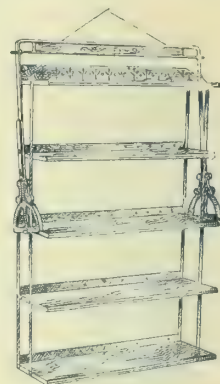
The company are in the happy position of being able at any moment to take advantage of a favorable turn in the raw material markets. In some instances this facility has given them such an enormous advantage over the general run of their competitors' prices that they have sent their samples on the road at prices which the opposition figured as their cost. Incidents like that don't happen by accident, but are the result of longheaded foresight.

The company have seven travellers who are now covering their ground for next season's business. S. D. R. Fernie is in the Northwest Territories and British Columbia, T. J. Fernie and D. Cameron in Manitoba, H. Denison covers Western Ontario and the Lower Provinces, Geo. Beatty does Eastern and Northern Ontario and A. Mauseau and C. G. De Tonnancour the Province of Quebec.

This year the travellers are showing a particularly strong line of warm gloves for heavy and fine wear. The prices at which they are being offered will come in the nature of a pleasant surprise to most of the trade.

FOR STORE AND WINDOW DISPLAYS.

A novelty to help store or window display is the Adjustable Display Stand which E. M. Marshall, of Strathroy, Ont., is offering the trade. It is made so that it can be hung on the wall, set down close on the base of the window, or used as an adjustable table. A more useful or practical piece of store furniture is hard to imagine, as it may be put to so many purposes, is so durable, and displays goods to perfection. A card to Mr. Marshall will bring prices and full description. The other illustrations, which appear in the advertisement, will show to the reader how the display stand can be made to assume different shapes, thus adapting itself to the place and the purpose required. In recent novelties in store appliances it stands pre eminent.



"The Marshall."

MALLORY'S HATS.

"Mallory's Make" men's hats is synonymous with style and quality. The manufacturers, E. A. Mallory & Sons, Danbury, Conn., have one of the best equipped hat factories in the country, containing every facility for manufacturing the right kind of headgear. Their product is all made with skilled labor and each hat bears the union label. The firm's representatives are now on the road with Spring samples. Retailers who are looking for a profitable selling hat should address a line to this house or wait for their salesmen to call and inspect their line.

The M. C. Lilley Co., of Columbus, Ohio, the largest makers of suit cases in America, have just doubled the capacity of their suit case factory and are now in a position to take on new business. They have appointed Wreyford & Co., of Toronto, selling agents for the Dominion of Canada, and their travellers have now samples of these celebrated suit cases with them. Merchants can have illustrated catalogue mailed to them on application to Wreyford & Co., and full ranges can be seen at their Toronto salesroom, Romain building.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Toronto.
Melinda St.

Dry Goods Commission Agents.

Representing: Wm. SIMPSON, SONS & Co., Philadelphia, Pa.,
Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear,
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 509
McKinnon Bldg., 19 Melinda
St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces,
Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

BEAVER LINE ROYAL MAIL STEAMERS.

Regular Weekly Service between St. John, N.B.,
and Liverpool.

Calling at Halifax, N. S., and Queenstown, both ways, to land and embark
Passengers and Mails.

The only direct line from a Canadian port to Queenstown.

From Liverpool.	STEAMERS.	From St. John.
Tuesday, Dec. 18	LAKE MEGANTIC	Friday, Jan. 4
" " 25	LAKE SUPERIOR	" " 11
" Jan. 1	LAKE ONTARIO	" " 18
" " 8	MONTFORT	" " 25
" " 15	LAKE CHAMPLAIN	" Feb 1

These sailings are subject to change, and passengers booked will be promptly
advised should any change be made.

*The R.M.S. Montfort carries First Cabin passengers only.

FIRST CABIN—Single, \$47.50 and upwards. Round Trip, \$90 and upwards.
SECOND CABIN—Single, \$33 to \$37.50. Round Trip \$65.08 to \$73.63.

According to steamer, location and number of persons in room.

STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

ELDER, DEMPSTER & CO.,

6 St. Sacrament St., MONTREAL.

M. Markus

Importer

—AND—

Foreign Manufacturers' Agent.

GERMAN TEXTILE GOODS A SPECIALTY.

FOR IMPORT

IN STOCK

WOOLENS
SILKS
VELVETS
DRESS GOODS
LACES
HOSIERY
GLOVES
UNDERWEAR
TRIMMINGS
BUTTONS
FELTS
LININGS
LINENS
Etc.

We carry the
largest stock of

Buttons

and

Trimmings

for Clothiers,
Mantle, Fur
and Shirt

Manufacturers.

SMALLWARES
BUTTONS
Tailor TRIMMINGS
Dress TRIMMINGS
MANILE FELT
PADDING FELT
LININGS
SILKS, SATINS
Collar VELVETS
Collar VELVETEENS
SERGES
LACES
BRAIDS
Etc.

Correspondence Solicited.

30 Hospital St. - MONTREAL.

Toronto Office: 28 and 30 Wellington St. W.,
Wm. THRELKELD, Representative.

DANIEL HAYS & CO.

Established 1854

GLOVES

It is a positive fact that our Men's Plymouth Buck Gloves—unlined, fleece and fur-lined—are the Standard of Excellence as to quality, fit and price. Our Mochas, in unlined and silk lined, for Men and Women's Wear, are used by the best people and sold by the best houses in the land.

Designers and makers of the United States Army Standard Buckskin Gauntlets.

Prices on application to

DANIEL HAYS & CO.

Department D.

GLOVERSVILLE, N.Y.
U. S. A.

IDEAL UNDERWEAR.

A pure wool fabric which is really unshrinkable is a rare thing. Many makers introduce cotton into the material to effect this end. But an unshrinkable pure wool fabric, however, is not an impossibility. It has been left for Messrs. F. & W. E. White, of Leicester and Loughborough, to put on the market a special system of finishing, which renders the fabric really unshrinkable. The secret of the "Griffin" brand lies in the "finish," not in the composition of the fabric.

The proof of its non-shrinking qualities is shown in the numerous and severe tests to which it has been subjected at various laundries. At one, a "Griffin" brand garment, measuring 48 x 26 inches, was subjected to four washings in water at 200 Fahr., and still remained 48 x 26 inches, and retained its soft, fleecy "feel." At others, it passed successfully through boiling and soda-washing, machine treatment, and cold water plunge, without loss of size, softness, or elasticity. The advantage of the Griffin finish is at once seen

if it be contrasted with an ordinary all-wool garment. A test of this kind has been made to the extent of five washings and the Griffin finish came out of the ordeal in its usual soft and elastic state, while other kinds were quite unwearable.

This is a matter of great hygienic importance, as all-wool underwear is now recommended by all medical men as the best for health.

WINDSOR FIRM FAILS.

Alfred D. Learoyd, Windsor, Ont., has assigned to B. G. Morris. The liabilities are placed at \$54,000, with assets estimated at \$38,000. In December last the insolvent sold his business to his brother, Arthur G. Learoyd, for \$1,000 cash, and the balance extending over 15 months. Action was taken on behalf of Thibaudeau Bros., of Montreal, the largest creditors, to set aside the sale, the stock finally being transferred to Alfred D. Learoyd, who assigned.

Mr. D. C. Smith, a prominent merchant of Deloraine, Manitoba, who has been in Winnipeg on a business trip, states that the year's business throughout the country in dry goods and other merchandise has been very good, and compares favorably with last year.

M. J. Carter, of Lindsay, announces that, owing to the increase of business and inability to secure additional room, he has decided to abandon his dry goods department and confine his business entirely to men's and boys' clothing and furnishings. A contractor will take possession of the store on February 1 and extend the accommodation for the other lines of his successful business.

Headquarters for

WASHABLE

Skirts and Suits for the Jobbing Trade.

AN UNEQUALLED
LINE

in Linen, Duck, Crash, Pique, Lawn and all
Spring Fabrics, from \$3.50 per doz. up.

The latest styles, the best work-
manship, and prices that defy
competition.

Call or Send for Samples . . .

SAMUEL FEIN,

324 CANAL ST.

NEW YORK.



No. 967.—The Watson, Foster Co., Limited.

A fine pattern in The Watson, Foster Co.'s line of this season, suitable for halls and interiors requiring generous treatment. The softened background gives a depth to the design, producing, especially in forest greens and Imperial reds, most effective results.

Save Claims for Damages

By insisting on all Spring Dress Fabrics
being . . .

“PIRLE” Finished

Then they will not COCKLE or SPOT with rain.

Particulars from

E. RIPLEY & SON, LIMITED

Bowling Dye Works,

Bradford, England.

Two Hosiery Specialties:

CELEBRATED . . .

CARTWRIGHT & WARNERS'

“Squirrel Brand”

HOSIERY and UNDERWEAR.

“Queen,” the leading English ladies' paper, says: “The name of Messrs. Cartwright & Warners enjoys such a long-established reputation for excellence in the manufacture of hosiery and underwear, that an experienced shopper is always ready to accord an appreciative welcome to any of their new productions. As long ago as the Great Exhibition of 1851, the well-known firm was awarded a medal for what was then looked upon as a wonderful achievement in the construction of machine-made hosiery, the woollen combination garment which has since become an indispensable item in most wardrobes. Among their numerous improvements of to-day is the development of a new process known as the ‘Premier Finish,’ which, applied to woollen hosiery and underwear of all descriptions, renders them not only soft and elastic in texture, but *thoroughly unshrinkable in washing.*”

Combinations, Drawers, Vests, etc.,
bearing this stamp:



are absolutely unshrinkable.

“Monodye”

(Registered)

HOSE and HALF-HOSE.

ALL-WOOL—FAST BLACK—
UNSHRINKABLE.

Will not turn green with wear and washing.

“Womanhood,” October, 1899, says: “The ‘Monodye’ Stockings are black all-woollen stockings, in the production of which a great difficulty has been overcome. It has hitherto been found impossible to dye black pure wool stockings in such a way that after repeated washings they do not lose color, most looking quite green after they have been several times through the laundress's hands. The ‘Monodye’ stockings are, however, perfectly black, and will remain so after any number of washings. They are also quite unshrinkable, and it is a sufficient guarantee of their excellence that they are manufactured by the firm of Cartwright & Warners, one of the oldest established firms of woollen manufacturers in England. The same firm make the ‘Premier Finish’ Squirrel Brand of all-woollen combinations and underwear.”

Cartwright & Warners, Limited, Loughborough, England

Canadian Agents: R. FLAWS & SON, Manchester Buildings, Melinda St., TORONTO.

R. E. MENZIE. V. E. ASHDOWN. H. S. COWAN. F. G. SOPER. H. B. JOHNSTON.

Capital Authorized, \$300,000.00. Paid up, \$250,000.00.*To Menzie Turner
13/5/01 see 3/6*

MENZIE-TURNER, Limited

MANUFACTURERS OF . . .

Toronto, Canada.

WINDOW SHADES

Curtain Poles and Fixtures,
Stair Plates,
Moulding Hooks,
Shade Pulls and Drapery Pins,
Shade Laces, Fringes, Insertions, etc.

Grilles, Screens, Easels, Swinging
Poles, Music and Book Racks,
Jardiniere Stands and
Other Wood Novelties,

We have also added to the above lines a complete range of

Drapery Fabrics
Upholstery Supplies

Furniture Coverings
Tapestry Curtains

Our travellers will have these goods about **January 1st.**

WE ARE THE ONLY MANUFACTURERS OF SHADE CLOTH IN CANADA WHO MANUFACTURE THE
FULL RANGE OF QUALITIES, OR WHO HAVE NOW, OR WHO EVER HAVE
HAD, THE FACILITIES TO DO SO.

Office and Salesroom: 80 Bay St., Toronto.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

AGENTS WANTED.

A LARGE English manufacturer of Woollens and Dress Goods is open to receive applications from good men for his agency for the Dominion. The arrangement will be on a commission basis. None but live and thoroughly reliable men who can give satisfactory references need apply. Address W. W. S., care THE DRY GOODS REVIEW, Toronto. (12)

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (12)

WANTED—By a large and well-known New York manufacturing firm of Ladies' Shirt Waists, an experienced travelling salesman; must be acquainted with the trade of the Dominion of Canada; also with the article. Applicants, to insure attention, must state their experience, and furnish unexceptional references. Address, Box 32, DRY GOODS REVIEW, TORONTO. (2)

A LARGE manufacturer of Skirt Bindings, Braids, Sewing Silks, Embroidery Silks, Specialties in Silk, Silkette, and all popular materials, etc., in England, is desirous of securing a good, live man to act as Canadian Agent. A man carrying other samples and dealing directly with the retail trade and clothing manufacturers preferred. He must be able to furnish unexceptionable references as to character, ability and general fitness to look after a large trade. Address, Box 34, care of The Advertising Department, THE DRY GOODS REVIEW, Toronto. (1f)

RESPONSIBLE, experienced dry goods man is open for agencies. Best of references and good connection, Montreal, Quebec, and Maritime Provinces. Correspondence invited from English, American or Canadian firms desiring to be represented in the above districts. Address, Agent, DRY GOODS REVIEW, 19 Board of Trade, Montreal. (1)



*You'll lose your pants if
you don't get a box of
Automatic Buttons.*



The
Automatic Bachelor
Button.



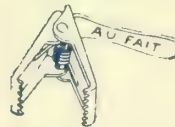
J.V. Pilcher Mfg. Co., Louisville, Ky.

Owners and Manufacturers.

Glassford Bros. & Pollock

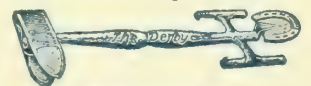
Distributors
for Canada.

Baby "Au Fait"
Scarf Retainer



Patented Aug. 25, 1891.

The "Derby" Link



Patented Nov. 29, 1898
For All Cuffs.

The New "Star" Cuff
Holder



Patented.
For Link and Plain Cuffs.

MANUFACTURER OF

Cocoa Mattings and Mats
Jute Mattings and Carpets

WOOL DUTCH and IMPERIAL

STAIR CARPETS.

Lettered Mats a Specialty.

COBOURG MATTING, MAT and CARPET WORKS

COBOURG, ONT.



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ROOSTER BRAND

*Returned to
Mouth Office 27/2/01 2/142*

OUTING SPECIALTIES:

....

Negligee Shirts
Outing Suits
Golf Suits
Bicycle Suits
Yachting Suits
White Duck Suits
Crash Suits
Tennis Suits
Summer Coats
Etc., Etc.



"I CROW OVER ALL."

SKIRTS

Tailor-Made
White Muslins
Colored Organdies
White Pique
Irish Crash
Pampas Linens
Fancy Tweeds
Homespun
Check Back
Rainy-Day
Black Alpacas
Black Sicilians
Black Fancy Repps
Black and Navy Serge

THE LATEST VOGUE
MOST PERFECT FITTING

Pants, Shirts, Overalls, Jackets

BAR, BARBERS', BUTCHERS', AND COOKS' COATS, COOKS' CAPS,
BAR, WAITERS' AND PANTRY APRONS.

Manufactured by

ROBERT C. WILKINS, MONTREAL

Priestley's Fabrics—Spring 1901



PLAIN WEAVES

Broadcloths
Voiles
Crepe de Chine
Serges
Poplins
Eudoras
Cashmeres
Satines
Soleils
Biarritz

*All returned to
A. & H. Leinwand 24/12/00
1886*



FANCY WEAVES

Brocades
Crepolines
Mignonette
Figured
Crepe de Chine
Figured
Alpacas
Silk Brocatelles
Crepons
Grenadines
Fancy Cords

PRIESTLEY'S CREPE DE CHINE.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents . . .

MONTREAL and VANCOUVER, B.C.

The
Dry Goods Review

SPRING MILLINERY NUMBER.

VOL. XI

MONTREAL AND TORONTO, FEBRUARY, 1901

No. 2.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory:
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

YOUR DRESS GOODS DEPARTMENT

WILL NOT BE COMPLETE

FOR SPRING UNLESS YOU HAVE

PRIESTLEY'S

CREPOLINES, MIGNONETTES, EUDORAS, and CREPE DE CHINES.

**STYLISH
SUITABLE
ENSIBLE**

S. GREENSHIELDS, SON & CO.,

Sole Selling Agents.

Montreal and Vancouver.

TO MANUFACTURERS

Lister & Co., Limited

Manningham Mills, BRADFORD.

Silks—For Blouse Waists, Ties and Evening Dresses.

Sealettes—For Mantles, Caps and Gauntlets.

Silk Plushes—For Furniture and Upholstering.

Mohair Plushes—For Railway and Street Cars, and
Upholstering of all descriptions.

H. L. SMYTH & CO., Montreal and Toronto.

Sole Agents for Canada.

WYLD-DARLING

COMPANY, LIMITED.

Dress Department. Spring 1901.

Our showing includes all the new cloths and fashionable shades.

Our values are acknowledged to be the best in

**Velour Cashmeres. Satin Amazons, Broad Cloths, Satinettes,
Cheviots, Serges and Poplins.**

2 Leaders { C 78—45/46 inch, to retail at 50c. } **Cashmere**
 { C 79—41/42 inch, to retail at 35c. } **Velours.**

**Plaids in Camel's Hair,
Plaids in Silk and Wool,**

**Finnelaines,
Wool Delaines,**

**Dress Organdies,
Mercerized Foulards and Lawns.**

Black Figures—special values, to retail at 25c., 50c., 75c., \$1.00.

SAMPLES TO THE TRADE ON APPLICATION.

 **LETTER ORDERS RECEIVE CAREFUL ATTENTION.** 

WYLD-DARLING CO., LIMITED, TORONTO

S. GREENSHIELDS, SON & CO.

Montreal and Vancouver.

SPRING 1901

STOCKS ARE NOW COMPLETE
IN ALL DEPARTMENTS.

BETTER VALUES

AND

LARGER ASSORTMENT

THAN EVER.

IT WILL PAY PROGRESSIVE MERCHANTS TO VISIT
MONTREAL THIS SEASON AND EXAMINE OUR STOCKS.

BEAR IN MIND THE VALUES

WE HAVE

IN STAPLES.

Sample Room at 50 BAY STREET, TORONTO.

RYLANDS & SONS

MANCHESTER, ENG. LIMITED

Cotton
Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

Horrockses, Crewdson & Co.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.
WAREHOUSES, 107 PICCADILLY, MANCHESTER,
5 LOVE LANE, LONDON, E.C.
7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

SPRING ANNOUNCEMENT.

Our traveling Representatives are on the road with our Spring and Summer lines. Now is the best time to place orders on medium and light weights, prompt delivery being thus assured. Call, or write at once.

In all but a few of the larger cities the Agency is limited to one first-class Haberdasher and Dry Goods Store in each city.

These goods are retailed at uniform prices. The dealers who handle our line are protected from price-cutters and guaranteed a good profit.

The hygienic properties of Linen-Mesh Underwear are now popularly recognized.

The Dr. Deimel Underwear is to-day the most successful specialty in the Underwear world.

SOLE MANUFACTURERS,

The Deimel Linen-Mesh System Co.,

2202 St. Catherine Street,

LONDON, E. C., 10-12 BREAD ST.,

MONTREAL. CANADA.

"GOD SAVE THE KING."

This is the prayer of every loyal heart to-day, and we are recognized universally as the

**KING OF FANCY DRY GOODS HOUSES
IN CANADA.**

KYLE, CHEESBROUGH & CO.

The Lace Warehouse of Canada.

16 St. Helen Street, MONTREAL.

WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

CAMPBELL'S

Linen Threads.

ON SPOOLS OR IN HANKS.

200 Yds. SPOOLS,
BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also Bleached in 90 and 100

All numbers \$1.00 per dozen.

100 Yds. SPOOLS.
BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

Nos.	16	18	25	30	35	40	50	60	70	80
	\$1 05	1.10	1 30	1.40	1 55	1 75	2 05	2 25	2.60	2 60 per lb.

HANK THREADS.

BLACK, DRABS, W. BRO.

Nos.	A or 25	B or 30	C or 35
"Royal"	32c.	35c.	—
"Bull's Head"	52c.	58c	65c.
Campbell's "Best" for Tailors.	90c.	\$1.00	\$1.10

CARPET THREAD NO. 18.

Black, Green, Drabs, Dark Drab \$1.00 per lb.

Red, - - - - \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

WHITE STAR FLOSS.

* * * * * or assorted.

\$1.05 per box.

SOLE AGENTS FOR CANADA

John Gordon & Son, Montreal.

HOUSEKEEPING LINENS

FOR SPRING 1901.

We have now on hand

A Large Assortment of

MESSRS. JAS. & THOS. ALEXANDER'S
MANUFACTURES

At Old Prices.

PLACE YOUR ORDERS EARLY.

These goods cannot be repeated at present prices.



S. GREENSHIELDS, SON & CO., MONTREAL, and
VANCOUVER, B.C.

Capital for the New Year.



More than one merchant is worrying because his capital is locked up in unsalable goods on his shelves. This kind of thing may count on paper, but it does not count for much when one has bills to meet.

The purpose of these Dyeing and Cleaning Works is to turn these unsalable goods into ready cash. We dye any goods out of fashion, off color, or, perhaps, shelf-worn.

If they are sent to these Works they go back to you in a good staple, fashionable shade, and so well done that no one will distinguish the difference between them and the newest imported goods that you have on your shelves.

If you would have us do for you as we are doing for hundreds of dry goods merchants and milliners throughout the Dominion, you will pack up these goods and have them shipped to these Works. The suggestion is one that means good dollars for you on the commencement of a new year and a new century.

R. PARKER & CO.,

HEAD OFFICE AND WORKS: 787-791 Yonge St.
MONTREAL BRANCH: 1958 Notre Dame St.

Dyers and Finishers, TORONTO



TO BE HAD FROM THE LEADING WHOLESALE HOUSES

Purpasses all other
FABRICS, for
HANDKERCHIEF
purposes

Retains
its appearance
after washing.

A
NEW FABRIC

The
EXCELDA
HANDKERCHIEF

LADIES'

GENTS

Reg. No. 111,634

TORONTO.

Linen Department.

SPECIALS FOR FEBRUARY.

B	30—58-in.	Extra Heavy Cream Damask	Tabling to retail at 25cts.	
A	1—60 in.	Fine	" " "	25
M	60—60 in.	"	" " "	35
M	38—68-in.	"	" " "	45
M	82—66 in.	"	Bleached " "	75

M 74—	W. B. Toweling	"	5
	Antrim Crash Toweling	"	7
M 113—18-in.	Dark Hickory	"	10
M 133—23-in.	Check Glass	"	10
P 136—18 in.	Bleached Huck	"	10

Russia Crash, in 5 qualities, imported direct from Russia.

COO	Brown French Canvas	"	10
C Z	Extra Heavy French Canvas	"	12 1/2
C M	" " "	"	15
2000	Stiff Black	"	10
C 150	Extra Heavy	"	12 1/2
C 200	" " "	"	15

P 126	18 x 36	Fringed Huck Towels	"	12 1/2
B 61	20 x 40	" "	"	12 1/2
C J 7	22 x 44	" "	"	20
M	19 1/2 x 44	Knotted Fringed Damask Towels	"	25

ALL OF THE ABOVE ARE FROM 20 TO 25 PER CENT. BELOW PRESENT VALUES.

Inspect samples in hands of our travellers.

THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, FEBRUARY, 1901.

No. 2.

FEATURES OF BELFAST RETAIL TRADE.

How Drapers Conduct Their Shops in Ireland's Northern Capital—Arrangement, System, Special Sales, Window Trims, Delivery of Goods, etc.

Specially written for THE DRY GOODS REVIEW.



It has often been said that Britons are "a nation of shopkeepers" and, judging from our success in that direction, it is a title of which we can well afford to be proud. Everywhere over our islands is the efficiency of the storekeepers' art observable, and certainly in no large centre is this more prominent than in Belfast. When one looks around a few of our leading retail drapery establishments, one cannot but admire the beautiful architectural arrangements and the unique organization of these concerns. In every corner you will find evidence of a master hand. Thus we see, on going into a house like Robinson & Cleaver's, magnificent marble columns with counters and departments all combining to make a perfect picture. A stranger will find out the "fancies," "dresses," etc., without the least trouble, so simple and compact is each department's locality on the premises.

Modern Ideas in Belfast.—Messrs. Robertson, Ledlie & Ferguson, Limited, popularly known as the "Bank Buildings," make a feature of what might be called "display tables," situated at convenient places in the shop. This has the advantage of showing up goods and at the same time leaving more room on the counters for the measuring, cutting off orders, etc. All the large houses have dainty tea-rooms on the premises for the convenience of customers, and this is a great factor in securing the patronage of country clients. Strangers in the city naturally require some refreshments, and don't care to waste the limited time at their disposal in looking around for a comfortable place in which to get their necessary cup of tea. The charges are, of course, strictly moderate, and everything supplied is of best quality. Of course, there are one or two passenger elevators for the use of customers who cannot find what they require on the ground floor. These elevators are driven and lighted by electricity, as well as being upholstered very comfortably.

The Clerk's Place in the System.—The selling of dry goods particularly requires a great amount of training, and the knowledge of "human nature" is perhaps one of the chief

accomplishments required. As a rule, no clerk is allowed to "importune" anyone. A customer comes and wants, say, a pair of gloves. He has his mind fixed on a particular article or price and the clerk's instructions are to "please your client and inquire if he may like to see," say, scarves, etc., but don't "importune." 8 40 a.m. is the usual time most drapery houses commence business leaving off at 6 o'clock p.m. each day in the week.

The "Bank Buildings" are exceptional in this respect. They close at 4 o'clock p.m. on Saturdays. When a clerk, or as we more frequently say "assistant," makes a sale he enters same in his multiplex book and passes to a "charge-hand," or head of that department, to be checked and initialled. Each clerk is provided with a limit price in case a customer insists on getting a reduction, but this system is rapidly getting into disuse and rightly so.

Every six months there is a "stock-taking sale" when all remnants and oddments are offered specially cheap. During this period clerks get commission or "spiffs" on particular lines. The inducement is appreciated and often is effectual in increasing sales. For these half-yearly sales there are arranged various special attractions, but none seem so popular as that provided by Messrs. Robinson & Cleaver. During the period (one month) they have a well-trained orchestra who discourse music twice daily, and each customer is provided with a dainty programme of the various items played. Most of the clerks take dinner on the premises. This is, of course, provided free and 20 to 30 minutes is the time allowed for dining. If the clerk happens to be wanted for a particular customer, or a special crush of business on, this is an advantage to the proprietor and often for the assistant as well, who is always thus on the spot.

* *

Handling the Cash.—Belfast drapers have three systems for the handling of cash. The "trolley," "pneumatic," and the "cash boys." Of these the most modern is the pneumatic, which has the advantage of being the quickest. The purchaser's money together with a docket giving particulars of amounts and nature of items bought are enclosed in a small, hollow, wooden cylinder which is placed by the clerk in one of a series of pneumatic tubes surrounding the counters, and

transmitted by air pressure to a central cash office where the purchase is entered by a presiding lady cashier. This docket she stamps with date and receipt. The purchaser's change, if any, is counted. These she encloses in the cylinder and sends back to the clerk who hands the same to the customer, the whole transaction requiring only a few seconds.

The trolley is much slower than this, while the use of cash boys in busy places is too noisy. To many customers in a hurry to catch trains, trams, or keep an engagement, trifling delays in getting back change, etc., are very annoying.

Here it may be mentioned that no assistant in any of the large houses is allowed to receipt any account or purchase. That must be done at the counting-house.

* * *

Clerks' Privileges.—Neither are any assistants permitted to carry out any purchase made for themselves on the premises. All must go through the regular delivery channel whatever that may be at the time. Last year one firm of drapers made an accidental discovery that some of their male and female clerks had been exchanging presents amongst themselves of the various articles in their particular departments. Thus a young lady would exchange a silk handkerchief with a young man for an umbrella. Of necessity there followed a wholesale clearing out of some 25 assistants and the firm reckoned their loss, as far as could be approximated, at £200.

* * *

Window Dressing.—Dressing windows is really an art and by no means easily acquired. To be a success one requires a natural "taste" for the artistic as well as a training. What appears to be the most effective and favorite style here is that of having a window filled with one description of article. For instance, handkerchiefs. This will include ladies', men's and children's sizes in common prints, plain whites, hemstitched, initials, embroideries, etc. By adopting this method there is a largeness about the display that is very effective. There is a unique arrangement for window show in Anderson & McAuley's, Limited. A slip-bottom arrangement is made in the most prominent windows on the ground floor. This can be drawn aside without interfering with the dressing of the window, and through the opening thus made a splendid view of a lighted cellar below is given. This cellar is specially dressed to suit an "outside view," making the display almost as effective as that of two windows. Numerous methods are employed of attracting the public to look at articles in windows. Recently, the most successful was that of exhibiting trophies and curios from the South-African War, and a collection of silks surmounted by the bridle from Cronje's horse was a good draw some time ago. Mirrors are still very popular as an aid to window dressing. Whether the ladies of this city are more vain than their sisters elsewhere is not insinuated, still one cannot help noticing their weakness for a draper's window.

* * *

Other Decorations.—There is not much to be said about inside decorations. Usually the glove departments have a few small stuffed chamois animals, or the "furs" may now and again place in windows one seal, two bears or an Irish fox. One Belfast firm have the shop ceiling a white cream color in keeping with a marble staircase and marble columns. Another firm have all their marble work inside and outside a dark brown.

Those who are possessed of any Royal "warrants" display copies in several prominent places, while all drapers have music boxes, seats, umbrella stands, tram time tables, etc., all over their stores. American visitors in many places get

the price quoted in cents and dollars. The delivery of goods is usually by van or foot messenger. Job-masters supply horses and drivers by yearly contract. The retailer procures the vans, which are usually painted with name of firm on. These vans can be and are utilized as an advertising medium.

It is quite a common occurrence to put on posters outside, "Last week cheap sale," etc. Where goods have to be sent by rail, the railway company's van collects for a small charge. Most houses keep one or two special messengers, who take out hurried or late deliveries when weight is no obstacle.

* * *

Advertising Methods.—All Belfast drapers advertise extensively, as can be seen by the "hoardings," the tram cars, the railway terminuses and the newspapers. Last Summer, Messrs. John Arnott & Co., Limited, introduced a novel method for advertising their special line of hand-embroidered linens. Two peasant girls dressed in green (the national color of Ireland) sat in a front window sewing and executing all kinds of fancy needlework. This was continued daily for two weeks, and proved an immense attraction.

Buyers work on limited stocks, "small quantity with varied assortment" is their motto. This saves the danger of getting unsalable stock of any one range or line which may fall into disfavor with the public. There is always keen competition amongst buyers to secure something "exclusive" or else prize exhibition goods, which invariably attract good class customers. Just now one retailer has on view and for sale a large assortment of all qualities of lace bought at the Paris Exposition, just closed.

Several large retailers make a specialty of handling bankrupt or retiring merchants' stocks, but a description of this particular line, which is large indeed, must be left to a future time.

A. L.

Belfast, Ireland, January 5, 1901.

SOME PRETTY CALENDARS.

John Gordon & Son, Montreal, are distributing three pretty and useful calendars to the trade, advertising Campbell's linen threads and the knitting wools manufactured by Baldwin & Walker, Limited, Halifax. Two are issued in the interests of Campbell's linen thread. One is built to stand alone by the aid of pasteboard supports; it bears the picture of an owl in full dress, on whose white-shirted breast is a reliable thermometer.

This agency has another pretty calendar advertising the same goods. It is somewhat larger and built to hang on a wall. The edges are embossed and the work is brought out well on the pastel shade background. The picture part of the calendar is fine lithography and represents picturesque country scenes. Both of these calendars are expensive pieces of work and well worth having.

The Baldwin & Walker, Limited, calendar makes use of a scene in Dombey & Son, where Captain Cuttle says: "Wal'r, my lad, here is a little bit of property as I should wish to make over jintly." The bit of property is, of course, a parcel of "Ladyship" wool. It is a highly-colored sailor view and a pretty decoration. Merchants may secure these calendars on application.

The Royal Bank of Canada, Montreal, is distributing a useful and attractive calendar for the current year. This bank has developed rapidly in the last few years, and now has branches in all the principal centres in Canada. The calendar is one worth having, and, no doubt, any of our readers sending a post card with the request for one will get it.

We would especially invite The Millinery Trade to see our samples, or call at the warehouse and examine the goods.

Our business in Fancy Goods shows a steady increase, our range this season being more varied and better than ever.

We carry complete ranges of Lister's Standard Silk Velvets in Black and Colors at right prices.

Notwithstanding the recent sharp advances in manufacturers' prices, we will continue to sell for this season our Standard Velveteens at old prices.

Our range of Silks in Plain, Printed and Fancy surpass anything we have heretofore shown.

Sun Bonnets and **Sun Hats**, newest English designs.

Misses' and Women's Lawn and **Cambric Aprons**, to retail from 15c. to 75c. each.

New Lace Collarettes and **Collars**, with Velvet Ribbon Insertion, the latest creation from the Nottingham lace market.

Valenciennes Laces, all widths and qualities.

Silk Chantilly Laces, in Black and Cream, all widths and prices.

Plauen All-Over Laces, Black and Butter, exquisite designs.

A special range of **Schiffli Embroideries**, Edgings and Insertions.

Embroidered All-Overs, in Muslin and Lawn, to retail from 50c. to \$3.00, the nobbiest goods we have ever shown.

Ribbons of all kinds, Staple, Fancy, Sash and Belt, in Black and Colors.

PLAIN AND FIGURED MUSLINS.

Special Values to
Retail from
12 1/2 to 50c.
per yard.

We have created a trade for finer qualities in these goods and now have in stock complete ranges of Swiss Dress Muslins, Victoria Lawns, American and fine Egyptian Organdies, Mercerised Organdies, Persian Lawns, all in Fast Black and White. Figured Checks and Stripes and Open Work Stripes in Black and White. Swiss Checks and Stripes, Swiss Pin Spots and Sprig Muslins.

Tucked Muslins and Lawns at popular prices. Tucked and Embroidered Apron Lawns in short ends at prices to suit everybody.

See our range of Fancy Lappet Muslin, extra value, to retail from 10 to 25c.

Embroidered and **Lace Handkerchiefs**, in Irish and Swiss makes. Some of the latest Irish makes at popular prices are most excellent value.

P.S. The Millinery attractions have not in any way interfered with our regular ranges of other goods. We have never had a finer display in both variety and values to offer in every department than for the opening Spring and Summer of the new century.

BROPHY, CAINS & CO.

23 St. Helen Street,

MONTREAL

Why Not a National Insolvency Law?

Expressions of Opinion by Leading Business Men.



R. FORTIN, M.P. for Laval, will not introduce his insolvency Bill in Parliament during the coming session. This is the report that comes from Ottawa, and it has been confirmed by the gentleman in question to a representative of this paper.

We learn that Mr. Fortin considers it useless to press his measure upon the House, thinking it foredestined to defeat. He says the banks are strongly opposed to it, the Maritime Provinces are giving it the cold shoulder, and the commercial organi-

zations are only lukewarm in their support.

If these be the true considerations that weighed with Mr. Fortin when he was making his decision, it is truly unfortunate that he should not have been given more encouragement, for our business men and manufacturers are laboring under a veritable curse in being ill-provided with insolvency legislation. That representative men feel strongly on this point may be learned from the following expressions of opinion :

MR JAS. RODGER.

Mr. James Rodger, of The Gault Brothers Company, Limited, Montreal, and President of the Montreal Wholesale Dry Goods Association, declares that he is grievously disappointed that the Dominion Government has not decided to satisfy the Canadian trade with an insolvency law.

"It is my opinion," said Mr. Rodger, "that we sorely need a general insolvency law to cover the Dominion and remove differences between the laws of the different Provinces. It is not so much that I object to the various laws in operation, but it would be much more convenient if the same law operated from coast to coast. This, I believe, to be the unanimous opinion of the dry goods trade."

"Do you not consider the chattel mortgages of Ontario and Manitoba and the preferences of the Maritime Provinces obnoxious?"

"I can't say that I have found much difficulty with them, for we watch their registration very closely. Still, they are a trouble. One thing which I do think should be done is to compel the registration of the assignment of book debts."

"Do you think that the banks should oppose an insolvency bill?"

"The banks may enjoy some preferences under the existing laws, but I think that they are willing to give and take with the merchants, and favor a general law. Of course, it will be difficult to determine the exact wording of the Bill, but I do think that a Federal measure could be worked out that would be satisfactory to all parties. It would, perhaps, not be ideal at first, but it could be improved. What we want first of all is a Dominion measure of some sort. Then we will talk of minor grievances.

"The argument brought forward that times are good and that we have no need of insolvency legislation just now is

absurd. Everyone knows that just when we are sailing under a favorable wind is the time to get ready for gales. We must use the Summer to lay in supplies for the Winter. One supply we do need is a Dominion insolvency law and I am in favor of urging the Government to take it in hand."

MR. STAPLETON CALDECOTT.

Mr. Stapleton Caldecott, the manager of the Canadian branch of Debenham & Freebody, London, England, said : "I think it most advisable that we should have a Dominion insolvency law, and the sooner the better. It should be one that would cover the whole country, so that regarding the collection of debts a uniform and easily understood law would prevail in all the Provinces. I do not think that the British objections to our system are well founded except in one thing. There has existed in some of the Provinces a method by which an unjust preference can be given, so that a uniform law, made by the Dominion Parliament, which had the effect of preventing this and making matters better understood in England, would remove a number of objections caused by the difference of the law in the various Provinces. In general, however, my experience has been that Canadian creditors have met matters in an equitable spirit, and whatever compromise they have received themselves has also been obtained by British or European houses. In framing a law I would be in favor of including a discharge to the honest debtor, with severe penalties imposed where fraud has been proved. An insolvency law, on just principles, is in the interest of all honest traders, as the aim and purpose of such a law should be the fair distribution of insolvent effects, with fair play to the insolvent. Rightly conceived, the object of an insolvency law should be to prevent fraud in trade. As to making special efforts to obtain legislation on this question at the present time, I do not consider it the best thing. The present prosperity of the country has largely done away with the pressure for it, but as soon as the turn comes and business becomes duller the need for it will be felt, and it will be easier to obtain."

MR. A. A. ALLAN

Mr. A. A. Allan, of A. A. Allan & Co., thought it very necessary that an insolvent law applying to the whole country should be soon made. A while ago it was a serious matter in the Lower Provinces to get a basis for credit, owing to the preferences that were given. But this was now remedied in those Provinces. "In the framing of a new insolvency law," continued Mr. Allan, "it would be necessary to eliminate many of the evils that have existed in the old laws, which induced people to throw up their estates instead of manfully struggling to pay their creditors in full. This could have been done in a number of cases I could mention, but it was easier to obtain the two-thirds vote of the creditors. Another feature in connection with a new law should be that liens upon book accounts, the same as on goods, should not be valid unless registered. In regard to complaints upon the part of British people, I think that in the Maritime Provinces the causes have

NATIONAL INSOLVENCY LAW—Continued.

been removed, though elsewhere they may be found. But regardless of what British houses want, it is important that with so much interprovincial trade we need an insolvency law ourselves, and it is to be hoped that the Government will take cognizance of the wants of the mercantile classes in this respect, and have this legislation, which has now been urged for a number of years, effected."

MR. R. MILLICHAMP.

Mr. Millichamp, of Millichamp, Coyle & Co., did not feel sufficiently well informed on the subject to express any opinions. Doing business with only the very first-class places, he said they had very seldom been "caught." He thought, though, from the working of our present Provincial system of insolvency laws, that it is most important that new laws should be made which would be uniform all over the Dominion. With a new Parliament about to meet he thought that now was the time to bring extra pressure to bear on those in authority to accomplish this object. He did not think that Old Country houses had any reason to say that a preference could be obtained by Canadian creditors.

MR. JOHN MACDONALD.

Mr. John Macdonald, of John Macdonald & Co., was most emphatic in his objections to the present Provincial system. In their dealings with some of the other Provinces they had experienced great difficulty on account of the insolvency laws. British Columbia was especially in need of having an insolvency law the same as the other Provinces. "If a man fails out there," said Mr. Macdonald, "3,000 miles

away, the creditor on the spot gets a chattel mortgage on the goods, and we get nothing. It used to be the same thing in Manitoba until a short time ago." It was so much worse, Mr. Macdonald thought, for British creditors. The time to press for such legislation was now, though if the banks continued to stand out against it the way they had in the past years, there was little hope of getting it.

MR. S. F. M'KINNON.

"I have always been in favor of a Dominion insolvency law," said Mr. S. F. McKinnon, of S. F. McKinnon & Co. "We ought to have some legal machinery with which to control the assignee or trustee of a business or estate. We have had two or three cases lately in this city when the trustee, after receiving the money, has departed for the United States or Mexico. In a Dominion insolvency law that point could be safeguarded. Under the present Provincial system, too, it is altogether too easy to obtain a discharge, which frequently leads to fraud. I think it would be a good thing to have a court, as in England, where a judge decides whether a discharge shall be given or not. As to the complaints of British houses against our insolvency laws, I think they have very little reason for them. English houses come into this country and try to take the trade from Canadian houses, and they should run the risks too; so I have very little sympathy with them if they do lose money. Canadian firms have to keep up big warehouses, while the British houses have either merely a traveller on the road, or, at most, a small branch office. As to a preference to Canadian creditors, there may be cases where a creditor in this country, being on the spot, has succeeded in getting more from an insolvent than a foreign creditor. Notwithstanding the good times, there are plenty of

A Full and Extensive
Stock of



SPRING 1901 STYLES

ready for inspection.

We invite early buyers to call before placing orders for following lines:

Dress Goods

Prints and Gingham

Gents' Furnishings

Lace Curtains

Laces and Embroideries

Blouses

Wrappers

Skirts

Hosiery

Muslins

LATEST STYLE BELTS.

BLOUSING SPECIALS in Printed Lawns, Delaines, Striped and Plain Silks and Mercerized Fabrics, at popular prices. SEND FOR SAMPLES.

KNOX, MORGAN & CO.

WHOLESALE DRY GOODS,

...HAMILTON, ONT.

NATIONAL INSOLVENCY LAW—Continued.

bad debts in the country, and, if an effort is to be made to secure a Dominion insolvency law, now is the time to do it. I hardly believe the banks would persistently oppose such a Bill, though I imagine the farmers would be against it."

MR. WILLIAM R. BROCK, M.P.

Mr. W. R. Brock, M.P., thought that it would be impossible to frame an insolvency law that would be satisfactory to the Canadian trade. "By this I mean the trade of all the Provinces, as well as of Great Britain and European countries. Our modes of doing business are completely diversified from theirs. Here a knowledge of residence is brought to bear upon business relations. British firms trust to Canadian houses to guide them in giving credit, and base their credits, to a large extent, on the conduct of our houses. The complaints of British firms against our system spring largely from purely selfish motives. They send their travellers over here with a bundle of samples. The traveller pays no taxes, and tries to get as much of the Canadian trade as he can. He sees that such a firm is selling largely to a certain retailer, and, on the strength of this, he does likewise. He does not know that all the time the Canadian house is selling to this retailer it is pushing him for money, and when an English firm gets caught they raise the cry for better Canadian insolvency laws. Canadian houses are not going to keep firms in the Old Country posted as to whether John Smith is a good man to sell to or not. As to a preference, there is none that Canadian firms get except what is obtained by doing business on the spot. If English firms will open up branch warehouses here, pay rents, taxes, etc., like our own houses, they might not find so many objections to our insolvency laws. As it is, they take these risks and should abide by the results. I see no great reason for Canadian firms desiring a Dominion insolvency law. The law treats us all alike. We in Ontario have no advantage over Nova Scotian people, nor they over us."

MR. E. B. GREENSHIELDS.

Mr. E. B. Greenshields, of S. Greenshields, Son & Co., Montreal, director of the Bank of Montreal, and intimately connected with many other financial corporations, has long agitated for a Dominion insolvency law. When asked what he thought was the real difficulty to be overcome he said:

"The great desideratum is to convince the Government that there is glory, or something equally desirable, to be gained from the passage of an act of this nature. The members of the Government virtually told us so when we last approached them on the matter. Personally, I'm tired of trying to do the convincing. They are strange motives that actuate Governments."

"Do you think Mr. Fortin is correct in saying that the Boards of Trade are not in sympathy with his measure?"

"I think that although the Boards of Trade may differ in opinion on certain minor points, they are unanimous in the conviction that we need a Dominion insolvency law and I believe one can be drawn up to suit all desires. Mr. Fortin's bill seems to be the best in the field and would be supported by the commercial community."

"Are the banks opposed to it?"

"Well, the banks wish to retain their right to come on to two estates, and over this matter there would certainly be a dispute. For most business men believe the banks should rank

as ordinary creditors. But a law allowing the banks this privilege would be a great gain. In fact, the point in regard to the banks is insignificant beside the fact that we want a federal insolvency law."

MR. R. C. WILKINS.

Mr. Robt. C. Wilkins, Montreal, is another earnest advocate of the adoption of a Dominion insolvency law. His reasons are much the same as those of other merchants, but he throws out an idea that might be included in a proposed Bill. It merits a good deal of consideration.

"I believe," said Mr. Wilkins, "that every merchant who is a debtor, every trader who has not paid for his goods, should be compelled to carry a full insurance on his stock. His conscience should force him to do this in justice to his creditors. But if he is too niggardly to take precaution against utter ruin by fire, I believe he should be compelled to do so. Any business that cannot afford to pay insurance premiums has no right to claim existence, and certainly no right to have goods on credit. This is an important point and should be given serious consideration. I believe any man who commits such a breach of faith with his creditors commits a criminal offence, and his action should be branded as a crime. Of course, a man who is not in debt can do as he pleases in regard to insurance, for his goods are his own, but the stock of a man who is in debt is really not his own, but is really given to him in trust. If he does not insure his goods he is false to his trust."

DISASTROUS FIRE AT MONTREAL.

The worst fire Montreal has had for 50 years took place on Wednesday, January 22. It started in M. Saxe & Co.'s clothing warehouse in the heart of the wholesale section of the city, and swiftly spread along St. Peter and St. Paul streets, destroying a score or more of important warehouses and the great Board of Trade building. Among the losers are: H. A. Nelson & Sons, fancy goods dealers; Chouillon & Co., brokers; Seybold & Sons, wholesale hardware dealers; The St. Lawrence Fence Co.; W. H. De Courtney & Co., wholesale hardware dealers; The Thos. Davidson Manufacturing Co.

In the Board of Trade building, offices of the following were destroyed: Pi low, Hersey & Co.; Peck, Benny & Co.; The Dominion Commercial Travellers' Association; A. McKim & Co., advertising agents; G.T.R. and C.P.R. freight departments.

The office of THE DRY GOODS REVIEW, situated in the Board of Trade building, was also destroyed. This will not, however, cause any interruption in business.

Gurney & Co., general merchants, Acton, Ont., are about to move into their new brick premises where they will have ample room for their rapidly-increasing business.

Messrs. J. B. Hill & Co., St. Thomas have rearranged the ground floor of their store opening a centre alley direct from the entrance to the stairway leading to the basement. This gives more counter room and easier access to the lower floor, and is an improvement all round.

A capital holiday window was that in Mr. I. E. Pedlow's, Renfrew, Ont. The centrepiece was a mammoth white turkey made up of white handkerchiefs—600 in number, and was not only an eye-catcher from its novelty, but notable for its correct structure. A placard beneath it announced that there was "dainty picking inside." That Mr. Pedlow struck a splendid idea is certain.

SPECIAL

Ask the Trade for

Colonial "Novelty Quiltings"

36 in. DOUBLE FOLD FANCY FOULARD

UP-TO-DATE DESIGNS.

The Colonial
Bleaching and
Printing Co.
MONTREAL. LIMITED

SPECIAL SPRING LINES.

Woods' Overalls, two seams, reenforced and hemmed throughout.

"	"	Blue Denim	No. 50	\$4.75
"	"	"	51	6.50
"	"	"	53	7.50
"	"	"	54	8.75

ADD 50cts. PER DOZ. TO ABOVE PRICES FOR BIBS.

Acid-Proof Black Sateen Top Shirts (with pockets)

"	"	"	"	No. 95	\$4.50
"	"	"	"	97	6.50
"	"	"	"	98	7.50
"	"	"	"	99	8.75

Also TENTS, Tarpaulins, Flags, and full line of Men's and Boys' Underwear, Sox, Top Shirts, Regatta and White Shirts, and complete stock of Linens.

Ask for catalogue and price lists, and compare our goods with what you have been handling, and we will gladly abide by your verdict.

JAMES W. WOODS

Wholesale Manufacturer,

62 and 64 QUEEN ST., OTTAWA

FAILURE TO MAKE LINENS IN AMERICA.

REFERRING to the failure to establish a linen industry in either Canada or the United States, a member of a well-known Belfast firm is credited with saying: "The first difficulty is in getting skilled labor. At our mills, for example, some of the hands have been with us 30 to 40 years. Their fathers and grandfathers worked at the same trade and lived in the same locality. They could not be argued, coaxed or cojoleed to pull up stakes for a foreign shore, be the pecuniary inducement however alluring. But, supposing proper hands could be gotten here, there is then presented difficulty No. 2.

"Much of the machinery and loom improvements now in use are patented by mill owners, which, to a great extent, gives them a tremendous advantage over others not so well fixed. But even admitting that this handicap could be overcome, which in time it might be by the invention of new devices, another difficulty is forthcoming.

"I refer to the bleaching. In Ireland, for instance, the climate is suitable therefor; in America it is not. True, artificial bleaching is resorted to, but with most indifferent results. It burns the linen. Nothing can take the place of the natural process. A moist climate is an absolute essential to proper bleaching. In Ireland, you know, the linens, in the brown state as they leave the looms, are spread out on the grass for from three to four months. With this natural process no chemical bleaching can at all compare.

"Then again, there is the difficulty of growing flax in America. If the finer yarns had to be imported, as they doubtless would, the duty thereon would offset the cheaper labor of Ireland, and the manufacturer, even under the present high tariff in the United States, would have little or no advantage over the foreigner."

BUSINESS NOT DISTURBED.

ALTHOUGH Edgar, Coristine & Co., Montreal, had their premises considerably damaged by fire on the evening of January 15, the filling of their Spring orders will not be interfered with and business will be continued without interruption. Fortunately, the fire originated in the factory and stock warehouse which are separated from the sample-rooms and general offices by stone walls and iron doors which completely isolated the departments from one another. Thus the business part of the establishment was not touched, and everything in connection therewith is running as smoothly as ever. Spring shipments are beginning to be made now and orders can be filled with the customary promptitude.

WHERE TO PUT THE BARGAIN COUNTER.

Many persons say the bargain counters of a store ought to be in the front of the building. This is true in many cases, but they might, in other cases, be advantageously placed in the rear of the store. This depends a great deal upon what purpose we have in view when offering a special bargain that is to be placed on open counters.

In the first place, if your object in view is simply to sell the goods and get rid of them, then you ought to place them where the largest number of people can see them—that is, near the entrance. Here a great many people will view them and make purchases.

Again, if your object is to give your store a well-filled and busy appearance, it is well to place the counters so that the people shopping may be seen from the door. It is a good

feature to think of, in arranging special sales, to give the store the appearance of being as busy as possible. Human nature is a great deal like sheep nature. People like to go where others go; and whenever a store has the reputation and appearance of being well patronized, this fact in itself secures for it other patrons who could not otherwise be induced to attend the sale.

If, however, as is sometimes the case, a special sale is gotten up expressly for the purpose of drawing people to your store to view it, or to get them in the habit of coming and seeing what kind of goods you keep, it is sometimes well to have the goods offered in the rear of the store, with proper signs in the windows and in the front of the store directing them where the goods may be found. This draws the people back into the store, and gives you more of an opportunity to show them the different stocks of goods as they pass by, and, if the store is in any way a large one, it inculcates in their minds a knowledge of the improvements and the character of the business being done.

THE NEW YORK SILK WAIST MANUFACTURING CO.

THE New York Silk Waist Manufacturing Co. report trade to be exceedingly brisk. A special feature that is being put on the market by this firm is a range of waists made of a black patent material, imitating taffeta: its appearance is quite as rich and the material wears twice as long as taffeta. These are just the goods the people want and their guarantee

of service makes them recommendable. They are built for the trade demanding goods between sateen and silk. The New York Silk Waist Manufacturing Co. are making these goods up in two styles. One is made of clusters of tucks with Swiss embroidered insertion between, fashioned, of course, with the Bishop sleeve and new collar and cuffs. The other is made with close tucking all round, stitched with white or black. It comes either with the double sleeve or with the new French sleeve.



No. 725

These goods are to be procured from the leading wholesale houses, and if any firm's house does not carry them, they may secure samples by writing to the manufacturers.

Arrangements have been made by this firm with leading Canadian merchants who handle high-class waists, that they should purchase their silks in Europe and have the waists made up in fashionable style in Canada by The New York Silk Waist Manufacturing Co. These merchants will save money by such a policy. The manufacturers guarantee satisfaction and moderate terms.

DEATH OF MR. C. E. STANFIELD.

Charles E. Stanfield, the oldest woollen manufacturer in the Lower Provinces, died at his home in Truro, N.S., on December 23. Mr. Stanfield's career as a manufacturer was very successful, he having built no less than six woollen mills for the manufacture of cloths, blankets, yarns, felt hats and knitted specialties. Stanfield's Unshrinkable Underwear was one of his greatest inventions. He also introduced stockinette or stockings by the yard, and was the only one who ever made a success of it.

1901. THE MANUFACTURERS' LIST 1901. BUYERS' GUIDE OF CANADA.

FOR UP-TO-DATE BUYERS.

There are few men in business at the beginning of this 20th Century who do not at times need the information this book contains. The smallest as well as the largest buyer can profit by having it at hand.

We do not tell you how to buy goods. We suppose you know that or you would not be in business. We only tell you where you can get any article manufactured in Canada that you may want.

We index 22,000 articles and name 10,000 manufacturers in this book.

We have to travel the length and breadth of Canada to gather this information, for it cannot be got together intelligibly in any other way.

This book is in the interests of all manufacturing industries in this country using electric, steam or water power.

This work is just out of press, bound in cloth, 8x10, stamped in gold, and contains 483 pages. The

publication is compiled from a personal canvass of the Dominion, and VERIFIED to date.

There are 7,800 Manufacturers alphabetically arranged for addressing purposes, giving the kind of factory of each. In addition to this, there are classified in alphabetical order, and not included in the above, 350 Butter Factories and Creameries, 800 Cheese Factories, 250 Fish, Lobster and Salmon Packing Houses, 150 Electric Light Plants. 45 Steam Railway Corporations, 500 Shippers of Grain, Eggs, Hides, Wool, etc., etc. We also give a list of 1,500 Merchants who carry a full line of Hardware.

This work will fully meet your requirements for Addressing, Buying or Selling purposes.

Mailed to any address on receipt of price, \$5.00. Money in letter at sender's risk. Express or Money Orders cost but 5c., which you can deduct from the order. Personal cheques cost 25c. for collection.

THE MANUFACTURERS' LIST CO.,

M. J. HENRY, Sole Proprietor.

Publishers, 34 Victoria Street, TORONTO.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

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Silks AND Velvets

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ST. JOHN, N.B.:

2 CHURCH ST.

The Millinery Season

... SPRING, 1901...

THE COMING MILLINERY.



THE Canadian millinery openings are considered to be set for March 4, 5 and 6, although this does not mean that all the principal houses will only be ready by that date. In fact, the previous week will see preparations ready for buyers, and it is possible that when any large establishment is known to be ready for the opening trade their patrons will respond to the invitation. Lent begins on Wednesday, February 20, and Easter Sunday is due to arrive April 7, so that the openings in the first week of March give ample time for preparations for a brisk Easter business. Spring fashions for 1901 promise a continuance of the brilliant millinery effects which we have had for several seasons, and the trade, therefore, consider the outlook a satisfactory one.

From a study of the best information obtainable, both in New York and in the principal Canadian centres, THE DRY GOODS REVIEW is able to set forth in this issue some general information respecting styles and materials that its readers will be glad to know before personally visiting the markets.

In regard to hat shapes, the flat shape and the wide brim, resembling the Paris hat with a modification, seem to point to the prevailing trade for Spring. The trimmings increase this effect, as there seem to be hardly any stand-up trimmings. Turbans of various description will be worn, and a lot of made-up hats, all preserving the flat shape. Sailors and leghorns will, no doubt, sell as usual.

One great feature of the Spring trimmings will be the gold effects. Gold is shown in everything, laces, nets, tricotines, flowers, ribbons and every kind of goods that are used for trimming. Some of the ideas are old, but others, like the gold edges on the black velvet and satin or velvet and cotton ribbons, are making their first appearance.

Nets mixed with gold, either uniformly over the whole goods or running in strips or fine insertions through it, are shown in large variety. Black nets with gold and black bor-

der are one of the prettiest of these. Lace ties with gold effect, and net scarves either with or without a mixture of gold must also be mentioned. Gold and silver are shown frequently together, though there is little silver used alone.

Chiffons are still strong, either plain or tucked. Panne satins, or anything of a soft, drapery nature will be used, as they are suitable for the flat trimmings. The crimped chiffon is very pretty. Laces will be stronger than for several years. Heavy cluny laces, from medium to all-over, with insertions to match, will be much used. Dentille oriental laces, in natural and black, the net part being very fine, are shown in elaborate designs. The heavy borders contain many handsome designs in the net color or mixed with gold. There is a good deal of lace in gauzes, in colors.

The black velvet and satin ribbons, in the greatest widths, will be more popular than ever. There is a good demand for the cotton backed kind, for lace valenciennes, etc. Plain ribbons in the wide widths and soft makes are all in demand. Velvet and satin ribbons in colors will be used considerably for making crowns, by being plaited. These were slightly used last Fall, but for Spring they are to be much more worn. Black ribbons will be worn on light-colored hats. Chiffon ribbons with drawn thread are still quite active. Satin and velvet reversible ribbons are also in the list.

Sequin effects, from the very narrow to the all-over sequins, are to the front. Large sequin pins are coming in again, and are to be worn in both black and gold. Sprays and quills are also in good demand in black, white and gold. Galloons are most popular in white and biscuit colors.

Ornaments will be mainly gold or jet, though crystal is to be used more extensively than ever. Buckles and pins are perhaps not so large as before, though large ones will be worn and still look well. The buckle shape dominates the ornaments. Steel ornaments will still be worn.

Nothing will likely attract more interest in the millinery business this season than the flower trimmings. Though all kinds of flowers will probably be seen, the largest will be the correct thing. Wholesale houses may be found stocked with immense lines of large roses, poppies, chrysanthemums, and other flowers of the same variety, but those of the smaller kind are not thought much of. These large flowers suit the flat trim-

WHOLESALE MILLINERY

Canada's Greatest Millinery House

Vastness Variety Value

**First
of the
Century**



We have decided to hold our first

GRAND DISPLAY

of the Twentieth Century

MONDAY, MARCH 4th

AND FOLLOWING DAYS.

Weeks of planning have perfected arrangements that will make THIS DISPLAY WELL WORTHY THE OCCASION, and one that no Milliners WHO ARE desirous of keeping up-to-date in their business can, in justice to themselves, fail to attend. A cordial invitation extended to the trade.

The **D. McCALL CO., Limited,** Toronto

Branches: MONTREAL, OTTAWA, WINNIPEG.

Wholesale Millinery

✦ **SPRING 1901** ✦

Our Millinery Opening will take place on **Monday, March 4th** and following days. We will then be pleased to submit to the trade for inspection our importations of **Paris, London** and **New York Pattern Hats**, together with the very newest **Novelties** in Millinery Goods as well as staple lines.

BLOCK & CO.

9 and 11 Wellington St. East.,

 **TORONTO.**

THE MILLINERY SEASON—Continued.

mings much better than others, and are made up in beautiful colors. The little dog rose, which was introduced last season and did not meet with a very favourable reception, will find a better one this Spring. Gold tinsel flowers, and flowers tipped with gold, are also expected to be worn extensively. Large tricotine or gold net roses, draped with chiffon or lisse, are among the popular varieties shown. Other flowers to be in vogue include violets, geraniums, lilacs, fruits, and tinsel foliage.

Feathers are being bought to some extent, the long kinds being taken much more than others. Nell Gwynne flats are not shown very largely. A better class of feathers is being sold than for some ten years. Paradise feathers are seen in small millinery. In aigrettes Crosse are seen in profusion.

As to the colors in Spring millinery, black and white will certainly play a part. The Queen's death has already sent a great many people who like to be correct into black, and as the public are asked to wear mourning for Spring Colors. Her Majesty until March 8 the effect of this on February millinery cannot fail to be marked. By the time the retail openings take place this reason for black will have passed. Black, however, will, undoubtedly be the leading color, mixed with gold in the majority of cases. No other color is likely to be a general leader, although bright roses and geraniums and all the delicate shades will play a part. Khaki will not be seen at all—it has had its day. White is used with light shades, such as ecru, pink, blue and artists' pale colorings.

Straw trimmings contain a number of pretty things that will find ready sale this season. Straw cloths for trimming, and braids for making black straw and gold sequins are very popular.

A rather novel thing in straw goods is the natural grass hat. The short-back sailor is a good seller.

* *

THE MONTREAL SEASON

A Forecast in Styles and Shapes.

THE Montreal milliners have not yet decided what shall be the all-important features of their Spring opening displays. True, there are various decided tendencies, such as the popularity of flowers, foliage, and tulle for trimmings, but as to what exact form these trimmings shall take, or on what shape they shall be set are as yet open questions.

Perhaps there shall be no predominant shape, or at least no extremes. The range being shown now for early Spring includes styles of the marquise and toque-like turban, mostly twisted to one side, and variations gradually coming down to a three or four-inch brim with a broad, flat crown. It is generally agreed that big hats will not be worn this year and that there will be no brims wider than four inches. The brims are both up-turned and down-turned over the face, but mostly the former. The wearer will decide which style becomes her. The up-on-the-left side is also prominent in all shapes, except the marquise and continental shapes, which always point

directly upwards or downwards. The crowns are to be generally large.

There is a difference of opinion noticeable in regard to toques, and particularly turbans. They have had a run of two seasons and there are those who believe they must now give way to a new style. Others affirm that nothing is shown to take their place, and that they will continue to be worn. It is safe to say that they will sell in smaller quantities.

Another important point: Fewer hats will be sold ready-made this year. Wire shapes are shown a great deal, and each lady will be asked to pick out her own trimmings and have her millinery made to order. This change will be welcomed by the trade, for there is much more profit in selling materials to be made up than in selling a ready-to-wear hat. Whatever braid is used will be the satin finished straw.

The trimmings show more decided changes, but even here the old ideas are not entirely discarded. Chiffon is still shown, but in many cases it is giving way to something webbie—to something more in the style of a net. Many fancy gauzes are being shown by the best milliners, and the main feature of these is that they are all decorated with tinsel in floral designs, checks, stripes and various sorts of patterns.

Gold and silver trimming, particularly the former, is one of the features of the year. Some milliners are afraid to handle it, but others regard it not only as safe but absolutely indispensable. Mousseline de soie, in the bright finish, is another material shown for millinery purposes this year, and silk meclin is spoken of quite generally. Plumes are selling well, and natural feathers bid fair to be well liked.

But the strong features of the coming trimming season will be flowers, foliage and tulle. Flowers will rage, particularly roses; in fact, they are the most certain thing on the millinery market to-day. Foliage tipped with tinsel is a new idea, in harmony with popular taste. Both flowers and foliage will be worn quite considerably under the brim.

Soft taffeta ribbons from 40 width to 100 are to be noticed in all the best models of the most fashionable French milliners, and the Canadian wholesalers are importing huge quantities, acting under the impression that ribbons must be worn by the Canadian lady. Whole crowns are produced of loops of the gathered ribbon, radiating from the central knot, three or four tiers of loops forming a central ground effect really artistic. Ribbons will also be used to decorate the upturned brims. The styles and colors of ribbons are varied. Black and white had a good start and received a stimulus by the Queen's death. Black glace ribbon with white dots ought to prove good property. Spotted ribbons are shown quite extensively in all the leading colors, and the spots woven in on glace grounds will assuredly be worn a great deal. Tinsel and gilt predominate in the ribbons of the leading milliners. From black velvet ribbon, tinsel edged, to the widest glace with gilt woven in, showing beautiful patterns and artistic effects, the gold fad is prominent. Gilt and velvet, mixed in baby ribbon effect, will probably be used quite a good deal for edging purposes.

As for colors, we can only be general. The leading color in the syndicate card is red, from the cornelian shade to the caroube. Turquoise and gold are very good as well as coquelicot, Nile green and mauve.

There is one thing every fashionable hat must carry, and that is a gold or silver or jet ornament. Large gilt ornaments, three to five inches wide, are shown in numerous patterns and styles.

A very pretty hat is one of black tulle with ostrich feather border. The garniture consists of large pink roses and foliage

Important Announcement



March 4th and following days—these are the dates of our Spring Millinery Opening, and it's going to be the biggest, in every sense, in our history. It's our first "show" of the new century, and we are determined that it shall be a memorable one.

Our warehouse will be the Mecca for the busy army of milliners which will invade Toronto. "McKinnon's" will be the first "wholesale" to receive a call—and they'll spend most of their time here. Why? Because we're going to have the goods to interest them; and because our new warehouse affords unexcelled facilities for showing goods to the best advantage, and can accommodate a big crowd of buyers COMFORTABLY—and that's a big item.

MILLINERY, MILLINERY NOVELTIES, LACES, FANCY DRY GOODS, "McKinnon-made" Jackets, Costumes and Skirts—those are our lines, and they include everything that's NEW, NOVEL and RIGHT.

A special "hint" regarding Millinery Novelties. It's going to be a big "Novelty" season; and every novelty in a millinery way that's worth having we've got—and in large quantities.

Just a word about our ready-to-wear garments. The reputation of these goods is now firmly established. Mantle merchants throughout the country know them—know that they fulfil all that is claimed for them. They are well-tailored, good-fitting, stylish garments. A full range of these goods, embracing all the most up-to-date mantle and costume ideas, will be shown in connection with our Millinery Opening.

We extend a cordial invitation to the trade to visit us when in the city.

S. F. McKinnon & Co.

LIMITED.

Cor. York and Wellington Sts.

—TORONTO.

MILLINERY—Continued.

with a chou of black tulle posed in the centre of the crown. Another sample is a hat of pale blue straw with drapery of pale blue blonde tulle, the garniture being white roses with green foliage. A good Spring model, shown by Berthe & Virot, of Paris, is a hat of rose-colored tulle covered with black lace. A toque of pink roses of several tints appears on the left side.

* *

THE NEW MATERIALS AND TRIMMINGS.

In addition to the great number of patterns of straw braids, some of which are illustrated in the current number of *THE REVIEW*, there are some new materials in trimmings that are now claiming the attention of silk and ribbon buyers and the general millinery trade. Among these is crepe L'Aiglon, which is imported in colors and in black for mourning purposes, and will make a very popular trimming. Another striking effect in silk material is the Pekin Flambeau, which likewise comes in all colors. It has a hair stripe running through the length of the material which presents a striking effect.

Zephyr striped gauze is another one of those thin gauzy materials. This is a new gauze, however, and is dissimilar from any other previously introduced.

Gold net is sure to be popular, and cotton net made in black and colors, which has a gold thread running through the length and breadth of the material, is one of those cheap trimmings which is remarkably showy, and that will sell well, especially for ready-to-wear goods.

Braided panne velvets, new tints with gold embroidered thereon, in several sizes, is a striking material that will make very attractive bows, bands, and drapery effects. Taffeta silk embroidered, with all-over lace on the edge, through which runs a fine thread of gold, is another popular trimming. Corded chiffon laces, tuscan nets, all-overs embroidered in satin, edge having an insertion of gold; chiffons appliqued in leaf patterns, Persian chiffons, beautifully waved in colors of various appliqued patterns. Malines will also be great factors this season for trimming all grades of hats and bonnets.

Oriental chiffon in various designs, in new colors and combinations, showy, cheap, and exceedingly attractive; broad ribbons, Persian liberties in all colors and combinations, the Arabian panne velvets of the Arabian design, having dots of gold and polka-dots of various sizes embroidered thereon, in white and gold spots on blacks and colors, iridescent soft silk ribbons for bows and soft trimmings will all be prominent in the season's millinery.

These are but a few of the many new things that will appear in the market.—N.Y. Millinery Trade Review.

* *

NEW YORK REPORTS OF SPRING MILLINERY.

Indications are now to the effect that the fibre braids will have an important part in the millinery provision for the next season. Producers are now busy in the manufacture of these braids, both in strip pieces and in large plaques. Shapes in hats, as up to date brought out, seem to promise to follow on the plane of those of the Winter, while they will be numerous in their way and diversified. Subject to subtle modifications of contour, to invest them with the idea of newness, there will most surely be hats with square and with rounded crowns, more or less tall or low, as opposed to the absolutely flat or "pancake" hat; and hats with single brim promise to have place beside shapes with multiplied brims—double, triple, quadruple and sextuple effects.

Extensive use has been predicted for artificial flowers, with preference for roses. As staple stock, purveyors have already in stock large supplies of roses and rose foliage—the roses embracing simulations of almost every variety known to nature, with some in blue, violet, medium green and other conventionalized colorings. There are shown also orchids, poppies, daisies, lilacs, bluets, pansies, and violets—the general line, indeed, of blossoms of the garden in counterfeit, with a good word still for violets. It is expected that much use will be made of laces, while chiffon may decline in favor. Soft piece silks and satins, and wide, soft ribbons will probably be continued, with conceits in trimming effects prefigured in the massing of flowers seen on some of the models of the present.—New York Millinery Trade Review.

* *

A VEILING SEASON AT HAND.

That many women wear veils at all seasons of the year, on Sundays, high days, and holidays, is a well-known fact. The veil to a great extent adds very much to the appearance of its wearer, but should be so adjusted so as not to detract from the appearance of the hat or bonnet. A veil should not be fastened to the edge of the crown of the hat, and allowed to cover the brim before it reaches the brow of the face. Nor should it be gathered in a big wad at the back of the hat, spoiling the pretty effect of the trimming, which sometimes is as much admired as the front of the hat. There never was a time when veils, especially of the handsomer qualities, were destined to be more popular than at the present moment. The coming season will be without doubt a veiling season. Importers have brought over large stocks and many new patterns, among them rich guipure and cluny nets, chenille borders, handsome lace patterns, solid meshes, stripes, spots and dots of all sizes. Colored veils to match costumes in all the new shades, notably red and blue, which are prevailing shades in Paris. Browns, tans and beiges will be in vogue, and ordinary complexion veils are even now sought for.—Millinery Trade Review.

* *

PLANS FOR SPRING TRADE.

Suggestions for Spring are not wanting in the large wholesale millinery establishment of The D. McCall Co., Limited. All that's good and gay in millinery, etc., for the coming season has taken possession of all available space from cellar to garret in this large warehouse.

"Certainly you are making elaborate preparations for the first season's trade of the new century," our representative remarked on interviewing Mr. McCall. "We are indeed," Mr. McCall replied. "As you know we are living in the progressive age and in order to keep abreast of the times it is necessary that we prepare ourselves for greater undertakings from season to season. From what we believe was the smallest stock of millinery in this market, when you called some two weeks ago, we have, by exerting every effort, day and night, brought about this remarkable change in appearance. We have now already in our warerooms the bulk of our importations ready for the inspection of the trade."

Our representative was glad to avail himself of Mr. McCall's invitation to take a look through each department, and at the same time obtain all information possible regarding styles, etc., for the Spring and Summer season. "We are full up with information respecting the newest ideas in millinery for the coming season, and glad to give it to you for the benefit of your readers," Mr. McCall said.

TRIMMED GOODS.—Toques are again largely shown and will no doubt be much in favor for the early trade. There is

To
The
Millinery
Trade.

1901 SPRING SHADES

No. 3106, Grenade; No. 3115, Paille;
No. 3123, Castor; No. 3138, Argent.

LYONS DYED BLACK HABUTAI—Our specialty.

JAPAN SILKS—All Widths and Qualities, from 18c. to \$1.00 per yard. Large Range of Colours, including all 1901 Shades.

FANCY BLOUSE SILKS—Stripes, Checks, Plaids, etc., etc.

BOYS' AND LADIES' TIES—Plaids, Dots, Drawn-work, Fringed, Hemstitched.

THE LARGEST ASSORTMENT EVER SHOWN IN CANADA.

K. ISHIKAWA & CO.

SAMPLE ORDERS
Respectfully Solicited.

24 Wellington St. W., TORONTO.

Spring Millinery

First Opening,
Monday
4th March
and
following days

OUR OPENING this season will be marked by a larger stock, wider range, and more select assortment than we have ever placed before the Trade.

TRIMMED GOODS in great variety will be a distinguishing feature. Imported models from eminent Paris and London modistes, together with copies and patterns from our own workrooms, will illustrate the newest and most fashionable styles for Spring.

IN ALL DEPARTMENTS the display of goods will well repay inspection.

BUYERS are cordially invited to call.



G. GOULDING & SONS

PARIS, FRANCE,
35 Rue Polssonniere.

— 55 Bay St., TORONTO.

THE DRY GOODS REVIEW



MODELS OF SPRING MILLINERY—The D. McCall Co., Limited, Toronto.

THE MILLINERY SEASON—Continued.

little alteration in shape from last season, the low flat style of trimming being much in evidence and will no doubt again be very popular.

Hats are shown in great variety, the preference being for larger hats than last Spring, and, with the immense variety of materials used, there should be no difficulty in suiting all tastes.

MATERIALS.—Chiffons, mousseline de soie, malines, all-over straw nets, in plain and tinsel, luxiel laces and over nets, point de milan, soutache laces and over nets. These lines are extensively shown in the following combinations: Black and gold, black and silver, and cream and gold, and we expect will be a huge success; also for early trade, gold laces and galloons will undoubtedly find a large sale. Everything again points to a light gauzy season.

FLOWERS.— Particularly roses and foliage, will be greatly used, some very lovely effects being shown in the former in a combination of fine cotton intermixed with chiffon, which looks particularly well in combinations of light and dark shades blended. Some very handsome effects in shot roses are also shown. The feeling is for large roses, some large enough to form whole crowns. Foliage will be much used in combination with rosés. There is the pom-pom foliage, showing some very pretty effects, the shades and styles being very effective. Gold tinsel foliage, a novelty, will certainly be in much demand. Other lines which are well to the front are: Lillies, lilacs, and chrysanthemums, the pom-pom chrysanthemum being very handsome. Fruit flowers, such as grapes and berries, both plain and tinsel covered, will also be good.

FEATHERS.— Black, white, green, and tuscan, in demitips and $\frac{3}{4}$ flats will still retain their share of popularity.

STRAW TRIMMINGS.—Novelties in shot effects covered with chiffon, also plain soft chip, which makes up well. Crinolines for making up purposes will be greatly used.

Long buckles are again to be a feature, and some lovely styles are shown in rhinestone, steel, gold, gold and steel and black. Tab ornaments in

above lines are being largely used for millinery purposes and for ends of ties for neckwear.

RIBBONS.—Taffetas, satin liberty, tinsel stripes, and shot and chine effects.

COLORS.—The leaders, in combinations, black and gold, black and silver and cream and gold. In plain shades, white, cream, tuscan, turquoise, beige and old rose tones.

"That covers the ground pretty well, and I am satisfied we will, as usual, be found correct. The prospects were never brighter for a big business in millinery, at least, that is our opinion, and we have planned and are now ready to take care of a larger trade than we have ever attempted. We are ready in advance of other seasons some two weeks, which will be a great advantage to us in many respects and will mean no end of satisfaction to the trade, particularly those from the more distant points, who are obliged to make their purchases early. Besides affording us more time at our disposal in waiting upon customers, we hope to show an improvement all along the line. It will allow more attention being given to the filling of orders, to the packing of goods, and, above all, what always appeared to be a physical impossibility heretofore, the prompt shipping of all orders.

These are our plans for this season, and the machinery is already working satisfactorily. Our grand opening will commence Monday, March 4, continuing throughout the week."



MODELS OF SPRING MILLINERY—The John D. Ivey Co., Limited, Toronto.

READY FOR THE OPENINGS.



All
The Latest
Designs
Awaiting
Your Approval.



WE SHOW 125 UP-TO-DATE WAISTS

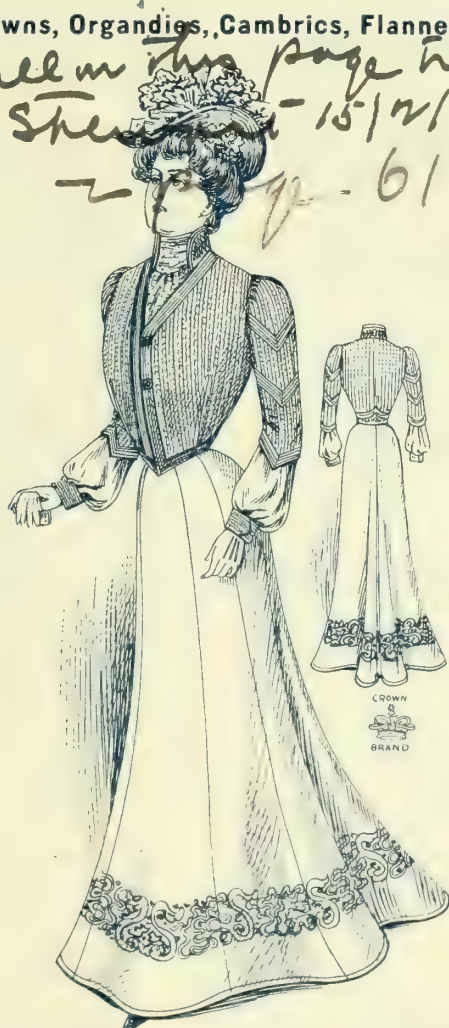
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Our Costumes
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Just to
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BOULTER & STEWART,

MANUFACTURERS,

13 Front St. West, TORONTO.

THE MILLINERY SEASON—Continued.**A BIG OPENING ANTICIPATED.**

With S. F. McKinnon & Co., Limited, busy is the word. When a representative of THE DRY GOODS REVIEW made a passing call, one of the company invited him to take a walk through the building, where, in every department, were seen busy salesmen receiving and arranging new goods and filling Spring orders. The conversation naturally soon turned to the millinery openings, and a lengthy conversation along that line took place, during which the representative of the company said :

"We anticipate a great gathering to our Spring millinery opening. Indications all point in this direction, and our opinion is that more buyers will visit Toronto this Spring than any previous season." He then went on to give his reasons for so thinking. "We believe that, generally speaking, the pulse of trade is in a good, healthy condition, a cheerful echo coming from all parts of the Dominion. Within the past six weeks our representatives have visited almost every city, town and village in the different Provinces of the Dominion, and up to date orders are not only much larger but more numerous than in any previous season—a good index to what may be expected later; and we have reason for believing that Toronto has the drawing power in this particular direction.

"Another convincing feature of our expressed hope is, as we have previously stated through the columns of your valuable journal, the fact of our having had such a mild Fall and Winter, which favored the millinery trade; consequently, a good showing has been made in nearly all millinery departments and stocks reduced to a low point, thus necessitating liberal buying for the Spring.

"Coming up to the Spring creations in millinery and millinery novelties, as we view the shapes, styles, materials and the endless variety of rich trimmings and ornaments at command, and knowing the perfection reached in the trimming art, can only conclude that style and effect on a plane not heretofore reached will be produced in Spring millinery.

"There is a marked change in the character of the hats for Spring, which is always refreshing, perhaps as much so to the seller as to the wearer. It may be truly called a 'milliners' season,' in which they will have their talents tested, but we are confident that the results will show that they have been equal to the test.

"In materials and trimmings, much that is of a light character will be used, such as chiffons, mechlins, mousselines, tricotines, passementeries, braids, plisse, mousseline panne, mousseline de soie, in many of which tinsel effects in gold and silver stand out conspicuously.

"Some were almost doubting as to the place flowers would take for Spring. There can be no doubt as to their popularity, with a strong leaning to roses and foliage. Not less strong will be ostrich effects; also rich plain and fancy ribbons and black satin and velvet ribbons. We believe that rich laces in plain and tinsel effects will be largely employed in the manufacture of the most stylish millinery for the season.

"Speaking of laces leads me to speak of the great strike in Calais, the lace manufacturing centre of France. The streets are patrolled and the factories guarded by soldiers, and everywhere the clank of the sword is heard. Having hundreds of import orders in the hands of the manufacturers, as soon as we learned the true state of affairs, our Mr. Alfred Reeve went direct to the striking centre, and, having duplicates of all our orders, now informs us that, after most

anxious work, he has been successful in getting our orders filled, although a few numbers may be slightly different, but quite equal to the original in pattern and value. He also secured a good range for stock, which, with the orders, is on the way out.

"There is another lodestone which will attract buyers by the hundred to Toronto this Spring. We refer to the Dominion-wide fame of the products of our manufacturing department. Our Spring and Summer range of new creations in ladies' jackets, capes, costumes and skirts has simply captivated the trade. They are the embodiment of newness and perfection of fit and style, which at once stamps them as McKinnon-made. The hum is on; the orders will be executed on time, and a stock provided for the yet unsupplied who will visit the city."

* *

SPREADING THEIR BORDERS.

S. F. McKinnon & Co., Limited, have for some time been considering the question of opening a warehouse in Montreal, and, having now come to the conclusion that they can serve the trade better by carrying a stock there, have taken prompt action in the matter and secured the premises 230 McGill street, lately occupied by Messrs. John McLean & Co., which, by the time this journal is circulated, will be opened with a large and complete stock of millinery, millinery novelties, silks, velvets, ribbons, laces and fancy dry goods.

They extend a cordial invitation to all buyers visiting the Montreal market to call and inspect their stock.

* *

A HIGH-CLASS MILLINERY HOUSE.

The John D. Ivey Co. are now busy preparing for their Spring opening by receiving and passing into stock their extensive purchases of all millinery requisites and novelties. From conversation with this firm THE DRY GOODS REVIEW has been given a few hints and ideas which may be helpful to early buyers.

After seeing the imported pattern hats one is impressed with the elegance of materials employed in their manufacture, and the beauty of their design, though similar in shape to those of last season, yet they are entirely different in effect.

The materials are of light fabric such as gauze, tulle, chiffon and laces; gold thread outlining the patterns of lace, and cloth of gold is used in combination with nearly all the kinds of material that is suitable for soft draping. Tinsel embroidery and lace straws are much in evidence and it will undoubtedly be a good flower season, for either foliage or flowers are shown on the majority of the new models.

Many of the hats are composed entirely of flowers or foliage, then trimmed with veiling of tulle or net embroidery, and ostrich feathers still hold their own on the "picture plateau," or hats of flat effect.

Ribbons are of a soft make so as to drape effectively, the trimming being low, stiff ribbons not giving the desired results. Ornaments are still in buckle form, in clasp pattern, and are shown in so many new designs it is impossible to attempt a description. Suffice it to say, gold, steel and jet are the favorite metals used.

The straw hats are shown also in a multiplicity of shapes, and the shapes are particularly good, being more of a medium size. The variety shown by this firm is simply immense.

The strong feeling for black which at present prevails will

The
John D. Ivey Co.
Limited.

Spring Millinery Opening

MARCH 4th and following days.

**Importations
Include**

**Parisian and
London Models**

**New Materials.
New Shadings.
New Effects.**

**Now Ready
to Serve
Early Buyers**

Our Workroom • •

Will be open February 13th
for all those wishing to Copy Pat-
terns for themselves. We hope
to see all our friends. Kindly
write and reserve a chair.

The John D. Ivey Co.
TORONTO. MONTREAL. Limited

THE MILLINERY SEASON—Continued.

very largely be over by the time Spring millinery is to be worn, and the beautiful shades of color manufactured for this season's trade will come into prominence.

* *

A SPECIALTY IN EASTER NOVELTIES.

The millinery goods shown in the warehouse of C. Goulding & Sons comprise many new Easter novelties that will likely be leading sellers for the Spring trade. The gold and black trimmings shown are in almost endless variety and design, in chiffon and straw goods. Nets, laces, etc., are shown in the latest Dentille Orientale style, a very light net with heavy border. All colors are shown, and the patterns are very handsome.

The flower trimmings shown are exceptionally beautiful. Roses, poppies, chrysanthemums, etc., in all colors, are carried in large variety, as well as tinsel flowers and others of tricotine tipped with gold. The flowers shown are all large, which suit the flat styles that will prevail during the coming season.

The black velvet and satin ribbon that was so popular last Fall is shown in all widths, and is expected to go as well as ever. A new style in this has gold edges, and is very pretty.

* *

NEW GOODS ARRIVING DAILY.

New goods are arriving in the warehouse of Block & Co., Toronto, every day, and the millinery room, under the supervision of a first-class artist, contains a variety of the latest styles that will delight every visitor. The flowers shown are very beautiful, especially the roses, on which there is to be such a run. Chiffon and Tosca nets are to be very much used this season, and ostrich feathers will also have a fair share of the demand, but flowers, nets and laces will lead everything else. Gold braid is much in evidence, and crowning mixed with gold and silver is being shown a good deal. Straw braids are also to be strong again. They have deferred sending their buyers abroad until as late as possible, so that everything new may be obtained, and the buyers, remaining at the European and British centres until just before the opening will have time to get the very latest goods, so that the stock in novelties is exceedingly strong, embracing everything produced in Paris and London.

* *

THE OUTLOOK IN LONDON.

It will be a season of undulations and plisse effects as regards hats with brims, says The London Millinery Record, and gossamer trimmings of extreme lightness will be aimed at, for which the cobweb tissues and fancy plaits brought forward seem eminently fitted.

In the opinion of one whose early operations in the markets are possibly the most important in London, it will be also a season of natural crin effects. There are many new ideas in hand and machine plaits. In the latter a silk machine-made plait has the centre strands puffed so lightly that they resemble chiffon. Gold tinsel threads are interwoven in other delicate-looking plaits.

China plaits are considerably dearer, as a consequence of recent troubles in China. The importation has ceased for a while, but there are heavy stocks carried over from last season. Japanese fancies are good, notably a useful chain-edge rough plait, likely to be much wanted for popular styles in sailors, children's goods, etc. Semi-iridescent threads appear in various novel forms in a number of the new silk plaits, and an original effect is obtained in the new glistening dyes now used for colored crins. These were formerly very dull in appearance; now they have a silvery sheen that lends

much brilliancy to their effect. They are singularly successful in the new rose and fruit pinks, sky, turquoise and powder-blue. Black crin and its imitations are now shown in every possible variation of treatment.

Some are prepared for a big run on black. Black crin with fine cord and crin with a silver or gold cord interthreaded at the straight edge will be much used. The chain silk plait as used last season will now be found on a tape crin, dyed in all the newest artistic shades and in fine contrasting combinations.

Rope silk plait, introduced so late in the season last Spring, had a wonderful success. Now it is expected to be a big trade, and the same idea is shown in chip at a lesser cost.

Narrow plaits, with looped edges of Tortillon, which will, it is expected, replace cordonnet, will be found applied to white crin. Very smart things will be found in black or white tuscan with yellow tuscan edges.

Burnt straw effects stand a good chance of success, and in the best-class trade dull dyes in black and colored broad Italian chips are likely to be much wanted. A gold dye is also likely to be much appreciated, as it comes out well.

Goffre lines of narrow crin applied to broad chips make an excellent effect. Other good ideas include black or white chip threaded with bass; navy blue piping with white pedal threaded through the edge; natural "Sala" effects with colored cordonnet; white chip, with fan edge interthreaded with rose or similar light-colored chip and cordonnet; white crin with tuscan rouleaux; tuscan with natural bass, and a novel basket weave in white piping threaded with colored silk.

Black openwork Swiss laces are shown in many new patterns and are likely to be very popular goods.

As for shapes, the attempt may be made to introduce higher crowns, but there will be no chance of success for anything higher than those we have been accustomed to in the river or bebe hats of last season.

Some new patterns of this character have medium jampot crowns of white chip or transparent crin and very full plisse brims formed sometimes of three undulated-shaped pieces of crin net edged with goffre plaits of extreme lightness.

One such model from a special designer is formed in this fashion of white net and crin, with a large double looped bow across the front of straw net and crin edging, the whole being most diaphanous in its effect.

As stated elsewhere, it would require a very strong movement to dislodge the popular sailor or boater, and this season the improved methods of its manufacture cannot but help its firm continuance as one of the biggest items of the trade.

* *

NOTES.

Thos. May & Co. have reopened their millinery warehouse at 196 McGill street, Montreal, where they are prepared to execute all the business coming their way.

The John D. Ivey Co., Toronto, have greatly enlarged and improved their millinery workrooms, until the department is now a fine and large one. The rooms are nicely fitted up, redecorated and with the excellent light provided by so high an elevation are ideal rooms for trimming millinery.

In future, to meet the wants of Ontario trade, Tooke Bros., Limited, will carry stock in their Toronto warehouse, Bay street. Letter orders or sorting orders by buyers visiting Toronto will thus be promptly attended to, Mr. W. H. Shepard being in charge of the warehouse. Mr. W. J. Tow will cover Western Ontario with a full line of samples.

AMERICAN BEAUTIES.

Our waists have made a name for themselves in the "States," and our reputation has extended across the border. We have a separate department devoted to our Canadian business, and present these six attractive and successful numbers as an introductory to the Canadian trade.

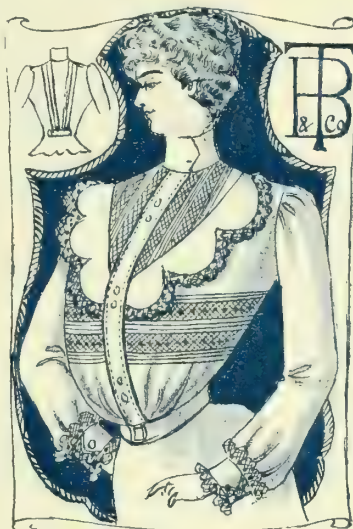
We make a very extensive line of popular-price Waists, in Lawns, Chambrays, Albatross, Mercerized Sateens and Wash Fabrics.

All our waists are tailor-made throughout and are guaranteed in every respect.

TERMS: 2 per cent. 10 days or net 30 days.



No. 109. Waist (as per above cut) made of an elegant quality Chambray. This very latest garment has scalloped lapels, forming a vest effect, out of which protrude two rows of beautiful insertion. Alongside the lapels are 6 vertical tucks. Each scallop of the lapel is trimmed with several rows of stitching and adorned with ball pearl buttons. The back contains one row of insertion and 6 pin tucks. Latest style bishop sleeve. Tailor-made throughout. Colors—Oxblood, Cadet Blue, Helio, and Pink. Price, \$13.50 per dozen.



No. 125. Waist (as per above cut) made of finest quality sheer White Lawn, with two fancy stitched revers, the edges of which are trimmed with fine Val Lace. Inserted yoke of lace in front and broad strip of lace to match across front. Latest style bishop sleeve. Cuffs trimmed with lace. Real gold-plated detachable novelty buttons in front. Back has 6 tucks. Tailor-made throughout. A great bargain at \$16.50 per dozen.



No. 151. Waist (as per above cut) made of finest quality Mercerized Sateen, trimmed with 16 pin tucks in front and two tailor-made straps with 10 rows of stitching. Centre piece, sleeves and straps trimmed with satin covered buttons. Back has 8 pin tucks. Latest style bishop sleeve and collar. Tailor-made throughout. Price, \$10.50 per dozen.



No. 152. This waist (as per above cut) is made of the finest quality Mercerized Sateen. The entire front contains hundreds of tucks arranged in groups of clusters of ten rows and broad yokes. A new and attractively scalloped front, prettily trimmed on points with 12 very fine covered satin buttons and several rows of stitching, adds to the chic appearance of this beautiful garment. Latest style dress collar with several clusters of tucks. The entire back is arranged into a group of tucks, and in the centre of same runs a strip of 10 tucks, forming a broad cluster of tucks. Nearly the whole bishop sleeve is covered with tucks and clusters, which is made so as to form a trim effect. This waist is tailor-made throughout and finished with special care in the best possible manner, and presents an appearance to the finest silk waist made. Back only. Price, \$21.00 per dozen.



No. 108. Waist (as per above cut) made of very fine quality Chambray with 4 rows of exceedingly neat insertion between which are 12 vertical tucks down the front. The back is trimmed with one row of insertion and 6 rows of pin tucks. Latest style bishop sleeve and collar. The entire garment double-stitched and trimmed with beautiful pearl buttons. Tailor-made throughout. Colors—Oxblood, New Blue, Pink and Helio. Price, \$10.00 per dozen.



No. 160. Waist (as per above cut) made of fine quality, Spring Weight Cashmere, with 20 tucks in front and 9 in back. Latest style bishop sleeve, trimmed on top with 8 pin tucks. All shades, including the pastel. Trimmed with pearl buttons. Packed one in a box. Price, \$1.00 per dozen.

B. TRAUBNER & CO.

Canadian Dept.: 160-162 Wooster St., NEW YORK.

No. 135. Same as above, in white lawn. Price, \$18.00 per dozen.

all in this page to B. Traubner & Co. N.Y. 8/2/09 see cut 6077 no 2 page 48

**STILL
ON
TOP!**

**HANDKERCHIEFS
TOWELS
CANVAS**

TAILORS' TRIMMINGS

PRICES LOW. WRITE FOR SAMPLES.

The Bagley & Wright Mfg. Co.

318 St. James St., MONTREAL.

B. & C.
Straight-Front
CORSETS.



Some of Their Merits:

- Relieves all pressure.
- Allows perfect freedom.
- Gives long waist effect.
- Graceful curve on hips where skirts are carried.
- New Spring styles require them.



The new B. & C. Corset has a straight-front with curved back.
The corsets of the last century had a curved front with straight back.
Which do you think the more natural shape?

SAMPLE ORDERS SOLICITED.

BRUSH & CO., - TORONTO.

*all
to Brush & Co 8/2/07 see cut
volume 2 page 46*



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MONTREAL AND TORONTO, FEBRUARY, 1901.

CURRENT BUSINESS QUESTIONS.

SEVERAL highly important trade questions are to the fore, and to these we invite the attention of our merchants.

There is, for one thing, the approaching Millinery Openings, which should, as far as convenient, be visited by merchants themselves as well as their millinery buyers, because a look through the wholesale stocks in the various cities of Canada is a useful thing at this season of the year. By personal visits to the markets the buyer comes in contact with the people he purchases from, he is apt to pick up ideas of value in the larger centres, and any little matters of misunderstanding or mistakes can always be more readily adjusted by word of mouth than by correspondence.

There is, also, the matter of a General Insolvency Law which should not be allowed to stand over any longer. There is, as we are aware, a difference of opinion. But we regard the maintenance of the credit and good name of our mercantile community as of far greater importance than any disagreements about the details of a Bill. It is not at all necessary that any single interest should get an advantage over another in a measure passed by Parliament. The value of one Dominion law, rather than half a dozen Provincial Acts, is manifest. No one who is in business permanently from year to year can have any interest in an unsatisfactory condition of the insolvency laws. The sound merchant is the friend of a sound insolvency law. The man who embarks in the dry

goods trade hastily; who is here to-day and away to-morrow; who starts in business with insufficient capital—such a man may profit by having the laws regarding insolvency in as unworkable and costly a state as possible.

It is sometimes said that if the wholesale trade would not sell goods to such men they would make no losses. But, supposing the Canadian wholesale trade refused, the men would get credit somewhere. The best, and as far as we can see, the only protection to the legitimate retail merchant is that involved in a law which makes it hard for the incapable or dishonest person to carry on business. That is what a Dominion insolvency law should aim at and that is one of several reasons why we support it. Under the English Bankruptcy Act who suffers? Not the legitimate honest merchant, not the man whom bad times or misfortunes force into liquidation. Not at all. It is the man who is not straight, who brings unfair competition into trade, and is thus the great evil which the honest merchant has to meet in trying to make a profit, who suffers. The law follows him from place to place and finally he—who never should have been in business at all—has to retire permanently. We trust our readers will give the whole subject their earnest attention.

Mr. Hees, of Toronto, has made a valuable suggestion, which will be found elsewhere, regarding the encouragement of our export trade with Great Britain. No more experienced or competent business man could be found to represent Canada in London than Lord Strathcona. Everyone recognizes that. But Lord Strathcona has to attend to large matters. It is impossible that he and his staff could be expected to look after the thousand-and-one details that are involved in the increase of certain lines of trade. The kind of work which Mr. Larke does so well in Australia should be repeated in England. We have already good men representing us in England. But their functions are either diplomatic or political, like those of the High Commissioner, or the promotion of emigration like those of Mr. Preston or Mr. Jury. There is room for purely commercial work undertaken by practical men and extending to the smallest details of the manufacture, sale and shipment of Canadian goods to the British market. Why, some will say, can't the Canadian exporter do this for himself? Well, we have no time to discuss these theoretical objections. Every live country in the world is doing these things for its business interests. Why shouldn't we? Mr. Hees' suggestion is timely and to the point.

Another question is the formation in the new House of Commons at Ottawa of a strictly business party. It need not interfere with the present political parties at all. It could consider only commercial questions, steering clear of all party entanglements. It could quietly push forward trade and other reforms that now languish because neither party sees any political advantage to be gained by taking them up. Both in the Senate and the House are some excellent business men on both sides. Let them associate and work together.

THE STATE OF THE CANADIAN WOOLLEN INDUSTRY.

ATTRACTED by the statements now appearing in the press, we have carefully investigated for ourselves the present condition of the Canadian woollen trade. The position of the mills is serious enough and threatening enough to call for immediate consideration.

The woollen industry is one of the oldest and most extensive in Canada. It is widely distributed. Many of the towns and villages of the Dominion possess woollen mills, which range from small concerns doing only a local business to large and well-equipped establishments making goods for the whole Dominion, and, in some cases, exporting goods abroad. For many years duties have been maintained on imported goods, but the protection enjoyed in consequence by woollen manufacturers in Canada has never been the full extent of the duty. Conditions here are of a character to diminish the nominal protection by reason of certain additional expenses which add to the cost of manufacture. The manufacturer has had to pay a high duty on his machinery, for instance. There is the freight and insurance on his wool, most of which is imported. Wages and interest are higher in Canada, and hours of work often shorter. For these and other reasons the cost of production in Canada is probably 30 per cent. higher than in Great Britain. Under these circumstances the Canadian mills have had an increasingly hard time of it since the second preferential clause of the tariff went into operation last Summer. This reduces their protection against the cheapest British woollens materially, and appears to be quite inadequate to keep the mills going for this small market. If we had free trade with the world it would be different, but excluded, as we are, by high tariff from the United States and by natural disadvantages from Great Britain, we have to consider ours an exceptionally difficult situation as regards this particular industry.

There is no reason to suppose, as far as we can see, that a readjustment of the duties would exclude the better class of English woollens. These will continue to come into Canada as before. Nor is any interest strong enough to keep them out. What the Canadian mills object to, and what it seems to us gives them a strong case, is that the class of woollens which it is desired to protect our industry against is the lower grade of British and continental stuff, the introduction of which is no advantage to us nor to the high-class British stuff, which it also displaces as well as our own. There is a line of stuff which is largely made up of shoddy and waste, but which is very nicely colored and excellent in appearance, and against this the Canadian fabrics, made of pure wool, cannot compete for one moment. We have examined some of these imported fabrics for ourselves, and, by practical test, we can see that they are soft, tearable stuff, apparently made of cotton waste and shoddy, and, while, as we have said, in color and appearance are very nice, it is really a fraud upon the innocent consumer who buys it. Under the present duties the introduc-

tion of this stuff is having a most alarming effect upon the better fabrics, both imported and domestic, and we think no one will object to stopping the influx of this class of goods.

There is also another feature of the increasing trade in this class of material, including as it does, a wide range of stuff, such as tweeds, dress goods, flannels, beavers, meltons, overcoatings, venetians, etc., which directly challenge attention. That is, the British preferential tariff is being utilized for the introduction of a great deal of continental stuff, which is not really British at all. These are goods made in Belgium, France, or Germany, in large pieces, containing from 150 to 200 yards. They are woven and fulled and shipped to England in rough bales. A finisher takes them in hand, steams, presses and cuts them into 25 or 50-yard lengths, puts them on English boards, with an English ticket, and they find their way into Canada as English goods. The London house which sells them to our trade does so in good faith and makes out the certificate of origin as British, wholly unconscious of any fraud. But it is quite manifest that our preferential tariff was never intended to encourage the admission of any such material.

The possibility of serious injury being inflicted on retail trade by this cheap class of stuff is a consideration which strikes as an important factor. This class of material has not been coming into Canada for many years, since reasonably high duties were first put on. In days gone by, pedlars used to go through the country to the farmers' doors selling these classes of woollens, and every merchant is aware of how much injury was done to their local trade by this means. The stuff looked well enough to attract the buyer, and the consumer was badly taken in before being aware of it. We have no sympathy, therefore, with any cry which proposes to extend the trade in this class of stuff. Still another point from which the retail trade regards the matter, is that the closing down of these mills which are now complaining of the present condition of the tariff would be a vital blow to certain localities. Some mills are already closed and others will be compelled to close if new conditions are not set up. The other day the mills at Lambton, near Toronto, were destroyed by fire, and it is said that under the present conditions the owners will not think of building. This would displace about 60 persons, with consequent loss to the local merchants. A similar argument applies to the mills at Carleton Place which were fitted up last year with new machinery for the purpose of a larger output. They are now idle and will not for the present resume operations. Quite recently, a deputation from the town of Markham waited on the owners of the woollen mills there, pointing out the serious character of the situation to the town with the mills idle. In this case, as in others, all is dependent on the answer returned by the Government to the deputation which waits upon them.

We recognize that this is an important question for the Government to consider and act upon, and that considerations

of public policy as well as business interests are involved. There is, for example, the highly-important matter of the preferential tariff which must be maintained as a principle of which the Canadian people approve. In readjusting the duties on woollens, however, there is no reason why the preferential clause should be interfered with.

Another point which the Government will naturally consider is that of making any tariff changes. As none have been made for some years; in fact, for four years, and, as conditions may have grown up in the interim which make necessary some alterations, we consider the present a good time to make them. Allowing for these considerations, there is ample basis on which to allow the Government to act with discretion, insight, and sound business sense. No party consideration will arise at all, as the matter is purely one of commercial bearing, nor will any wise person desire to raise any party issue whatsoever.

The marked increase of imports of woollen goods since the going into force of the lower scale of duties in July 1900 is so abnormal that we subjoin a few figures to illustrate the rapid increase of competition within a short period which the Canadian mills have had to meet. The increase in imports is largely due to the cheap grades of which we have spoken.

A few of the figures for the last four complete years and for the first three months of the current fiscal year are as follows:

IMPORTS OF TWEEDS.	
1897	\$ 1,616,173
1898	1,599,186
1899	2,073,191
1900	2,228,256
3 months of 1900-1901	1,012,312
Which for year would be	4,049,248

IMPORTS OF KNITTED GOODS.	
1897	\$ 576,510
1898	710,838
1899	951,196
1900	876,609
3 months of 1900-1901	286,643
Which for year would be	1,146,572

IMPORTS OF DRESS GOODS, ETC.	
1897	\$ 2,579,798
1898	3,098,388
1899	3,425,182
1900	3,117,905
3 months of 1900-1901	1,268,909
Which for year would be	5,075,636

These figures illustrate what is, for this market, excessive importation, so that the condition now confronting the woollen industry and the Government is one calling for speedy consideration.

THE PRICE WAR ON COTTON BLANKETS.

The trade has been unusually interested during the past fortnight by the sensational cut which has taken place in the price of Canadian cotton blankets.

Several years ago, when cotton blankets became a good feature, they were mostly imported from the United States. Our mills began to make them and turned out quite a fine quality of goods. Their manufacture was for a time undertaken only by the mills of the Canadian Colored Cotton Company. Some time ago, however, the Montmorency mill

THE DEATH OF THE QUEEN.

The death of Her Majesty Queen Victoria and the accession of King Edward VII, are events that the commercial world cannot regard with indifference. The Queen's personality inspired much of the vigor and enthusiasm by means of which British trade and dominion have been extended since 1837. Her pure life and character are bright examples for all engaged in commercial pursuits. Her death is sincerely mourned by all her subjects, and the expressions of sympathy from Boards of Trade, Chambers of Commerce, etc., prove that the illustrious name of Victoria was a reality and a power in business life.

The new King we greet loyally and cordially. He has been a good son, attentive to all his public duties, a man of wide information, travel and knowledge of life. No better King could be found to preside over a great commercial Empire.

began to make them. The ruling price when the new goods appeared on the market was 70c. The Montmorency mill, however, are said to have offered a lot to one big wholesale house at 55c, the general price to the trade being fixed at 65c.

In order to hold their trade The Colored Company dropped their price to 55c. and have taken orders for Fall delivery at that figure. A good many orders have been placed at that price by large buyers. These prices have been published far and wide through the daily press, which is rather an unusual feature in cotton goods, the mill price of which it is, as a rule, extremely difficult to get at.

As is the custom when prices are broken in the middle of the season, it is expected that the mills will grant rebates to those having large quantities in stock, bought at the old figure. It is not known how long the competition will keep the prices down to this figure, which is certainly a cut of unusual dimensions, especially in the present state of the cotton market, which, owing to the high price of raw material, is strong.

It is not believed that Canadian cotton, generally, will be affected by this war in cotton blankets.

THE INSOLVENCY BILL.

If the various commercial organizations intend to make further efforts to secure an insolvency law, it would appear that they ought to approach Mr. Fortin, M.P., on the matter. Mr. L. E. Geoffrion, president of the Montreal Chambre de Commerce, has received a letter from the Premier, saying that it would be useless for a deputation from the Board of Trade and Chambre de Commerce to wait upon the Government in regard to this matter, as "Mr. Fortin is already in possession of the facts." According to the tenor of this letter, Mr. Fortin has the bringing forward of the Bill in his own hands. It would behoove those interested, then, to wait upon Mr. Fortin and assure him of support should he endeavor to legislate for this much-needed reform. At present Mr. Fortin thinks his Bill has only lukewarm support from the commercial classes, and that the banks and some of the Provinces are actually opposed to the measure. Can he not be convinced that he has erred in judgment?

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

WINDOW TRIMMING AN ART.

WINDOW DRESSING, as an art, is of modern recognition. There are men to-day in middle life who can well remember when an attractive window was the exception and not the rule. People put goods in their windows then as now, but the difference lies in the arrangement.

It is an art, and the more it is studied and practiced the more evident it becomes that it is a paying art. There are scores of other arts which are a continual expense to the merchant who studies them, never returning one cent of the money invested in their use. With emphasis, then, I must say that the contrary is true of the window-dressing art.

In spite of the enlarged attention that is being given to window dressing, the art is yet in its infancy. A walk through any town or city demonstrates that quite an impetus would be given to the art were every merchant throughout the Dominion to inspire his clerks with the desire to excel as window-dressers. Let each clerk in turn arrange a window, and the rivalry that would result would be conducive both to the welfare of the merchant and the clerks.

A window display to have utility must have the power of attraction and must be striking enough to demand attention from the passer-by. Ideas work their way up through the show windows just as thoughts are launched through the mouth by the tongue.

THE OBJECT OF WINDOW DISPLAYS.

Time was when the trimmers in the larger cities were crowding each other so closely that all sorts of devices were resorted to in the effort to secure novelty, but now the feeling is different. The blocking of the street in front of the window by a curious crowd is not held by trimmers who have profited by experience to be the right object or purpose of mercantile display.

The real and only reasonable object is the convincing of the passer-by that there is just the article he or she needs and that the price is right. The crowding of the highway by an idle pack of humanity is oftentimes the very way to defeat the real intention of the trim. Besides, it makes busy people angry very often to be retarded in their walk. Then, again, no one can learn much from a series of "living pictures," etc., or water wheel in motion. That kind of entertainment distracts the mind of a customer from purchasing.

For this reason the more up-to-date and better class trimmers are discarding the use of all such ideas and are trimming with the actual goods, although they resort to an electrical or

mechanical arrangement now and again, say, during the holiday season. That is legitimate, however. The idea is to claim attention first and then fix it upon the goods and prices that are to be found inside.

FEBRUARY TRIMS.

About the first week in February many merchants hold their "whitewear sales," and the windows are expected to introduce the new garments to the public. These whitewear trims should be made as "stocky" as possible and yet not be crowded.

Have every article shown to the best advantage.

If the goods were bought right and are marked reasonable it is good policy to have the goods well ticketed. A neat card printed in black is sufficient; also a couple of large well-worded show cards, calling attention to the merits of the whitewear.

The stands used for the mantles can be used to show night-dresses, chemises, skirts, etc., on.

The background for this class of goods should be dark. Black makes the best backing for white goods.

Colored tissue paper placed under the trimmings, that is, the insertions and laces, will show them up nicely and will lend a tint of coloring to the white. In following out this idea it is preferable to use one shade throughout. A pretty apple green or a mauve or yellow makes the prettiest combination.

Put the choicest garments the front of the window. Reserve the prettiest one of the lot for the central part of window, as the central part of a display is always the most noticed.

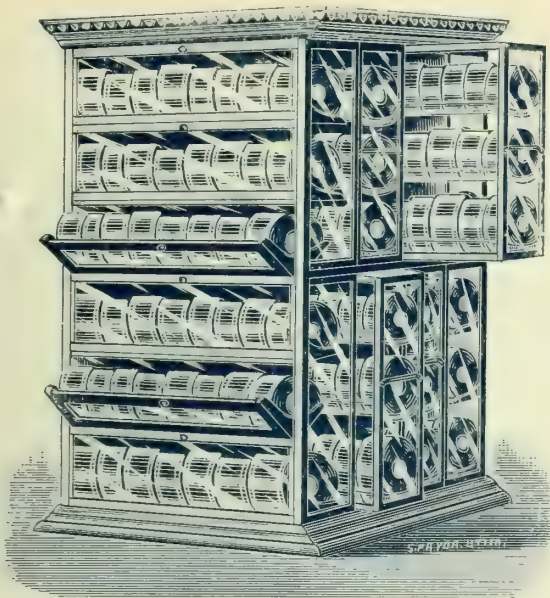
Avoid handling the goods as much as possible, so as to give them a nice, crisp appearance. Goods that are not carefully handled lose a lot of their good appearance.

If you have more than one window, or a number of them, it is a good idea to have them all trimmed in white while the "whitewear sale" is on, so as to emphasize the idea. I don't



mean to show ladies' whitewear in them all, unless the stock can afford it; but, by trimming them with white goods, say, white cottons, sheetings, pillow casings, linens, or men's white or unlaundered shirts, night gowns, collars and cuffs, or embroideries, cambrics, etc. Passers-by, seeing the whole front in white, will be impressed with the fact that a sale of white goods is in progress.

Many merchants do not agree with those who hold their whitewear sales in January and February, claiming that January and February, and even March, is too early to rush on

**NO. 4-PRACTICAL RIBBON CABINET**

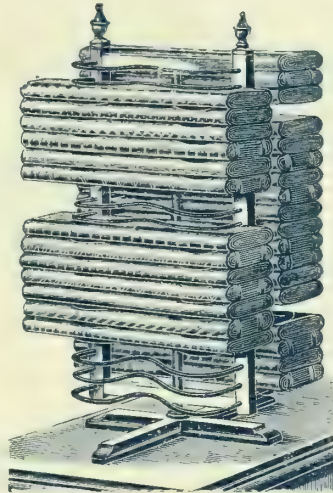
Holds 325 Bolts Ribbon.

Size, 28 x 25 x 38. Price, \$23.00.

Price List:

No. 0—Size 28x 7x27, 50 bolts	\$ 6 00	No. 4—Size 28x25x38, 325 Bolts.	\$ 3 00
No. 1—Size 18x14x27, 100 bolts	10 00	No. 5—Size 28x31x38, 400 bolts	26 00
No. 2—Size 23x14x38, 150 bolts	13 50	No. 6—Size 28x37x38, 475 bolts	30 00
No. 3—Size 28x20x38, 250 bolts	18 50	No. 8—Size 28x47x43, 700 bolts	42 00

Display Your Goods in the Practical Display Fixtures!

**REVOLVING COUNTER FIXTURE.**

Holds 41 Pieces Gingham.

Price, \$6.50.

Revolving Floor Fixture, \$7.50.

RIBBON CABINETS
KID GLOVE CABINETS
UMBRELLA CABINETS
PIECE GOODS FIXTURES
VEILING FIXTURES
LACE CASES
HAT CASES, ETC.

**Revolving Veiling Fixture.**

4 ft. high. 18 in. counter space.

Price, \$6.00.

Other styles and sizes.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

Manufactured by

A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.

WRITE FOR PARTICULARS.

Phillips' Illuminated

Silent Salesman
TRADE MARK

Radiant as a burst of sunlight.

THIS is undoubtedly the best and most practical case on the market. It is lighted by concealed lamps and wired ready for connecting onto your lighting system.

Send for a descriptive circular (which we have in 8 colors).

If you intend making changes in your store after Jan. 1st, ask for one of our catalogues.

We make the best line of Show Cases in America, and offer them at a reasonable price.



PATENTED IN THE UNITED STATES AND CANADA.
JOHN PETZ PATENTEE.

John Phillips & Co., Limited, Detroit, Mich.

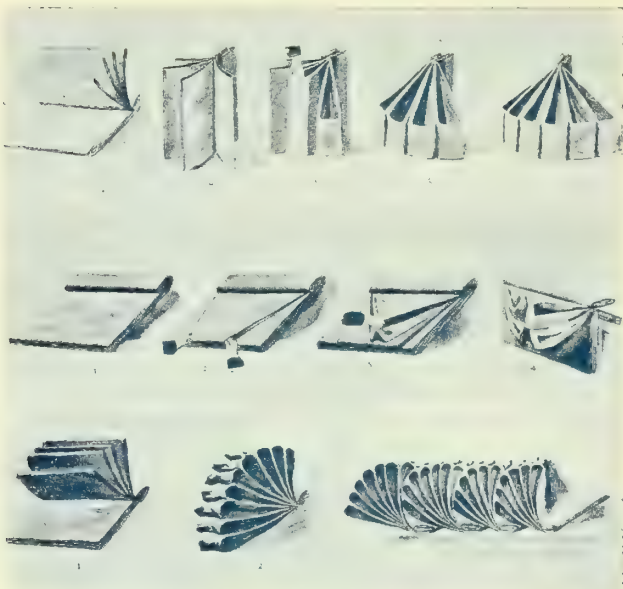
ESTABLISHED 1864.

Canadian Branch: WINDSOR, ONT.

WINDOW DECORATING—Continued.

goods that cannot be worn until the warm days in July and August. This subject, of course, is a matter of opinion, and I do not intend to discuss it here, but I might state that my experience has been (especially during the past two or three seasons) that if the whitewear is shown the first week in January, and pushed through the window displays, in conjunction with the newspapers, the results are that more whitewear is sold during January and February than in the three or four months that follow.

Then there is another fact I have noticed, and that is, that next to millinery the new whitewear is most prominent in the eyes of the ladies. If there is anything most women admire it is nice, up-to-date white undergarments and night-dresses. These displays bring hundreds of ladies down town to see them who otherwise would not bother coming out. The whitewear department is crowded with ladies buying and inspecting. In dozens of cases sales from other departments that are offering "clearing-out bargains" are effected that otherwise would not be made, were it not for the whitewear displays that were the means of making the sales. The ladies were attracted inside to see the new white goods; they per-



haps purchase some garment, or a number of them, and stroll from counter to counter, and seeing bargains being offered (as there are always bargains at this time of year), buy up goods that they possibly had no intention of buying when they came in to see the whitewear. Up-to-date merchants who are doing immense, ever-increasing trades (with the aid of their windows) are, may I say, "right on to the tricks of the trade," of which the above is one.

This plan, of course, might not work in many towns, but what I have stated are the conditions existing in this city, and no doubt in all the cities in the United States and Canada.

The illustrations in this edition are displays suitable for February trims, and from which ideas can be had. The illustrations of silk puffs and folds for counter display, while not being anything very new to the more-advanced clerks or trimmers, are, nevertheless, effective ways of showing silks, wash goods, etc., on the counters.

The drawing of the "butterfly drape" illustrates a novel way of showing silks, linens, etc. In draping silk in this way, first of all it is necessary to have a taffeta silk, or some mate-

rial that is not of a flimsy nature. For instance, china silk, or anything as soft as it, could not be draped in this way, but satins, grosgrains, taffetas, etc., can be effectively displayed after this manner without cutting or injuring the goods.

First of all, an upright stand is necessary, say a dress goods board nailed in an upright position; then proceed to drape. Throw the piece of silk over the upright; plait it or let it hang in graceful folds; then from the back of it take about three-quarters of a yard, double it and plait it in the centre and stick a clothespin that has been gilded in the centre of this and push it down on the end of the dress goods board. This completes the drape. It is very simple and very effective. Try it out of experiment. In a display of towels this idea is a good one.

FOR TAILORS' TRIMS.

For a very attractive display the following is a good suggestion: Have circles made out of a one-half inch thickness of pine wood about 15 inches in circumference. In the centre of the circle put a 2 x 1 inch piece of wood as a rest.

On the bottom of the window, about one foot from the glass, nail the stands to the floor, with a support to hold them steady. Arrange these about 18 inches apart. Make the row behind them about 12 inches higher than the first, and so on to back of the window.

Over these stands arrange tweed suitings, and in the spaces show pantings. On top of every second stand shir a piece of suiting or a fancy lining or vesting. Put a neat price-card on each suiting.

A few geraniums in bloom or potted plants arranged between the stands in front will give this display a neat appearance.

The background for this display should be very light; some pretty design, latticed with white tapes, through which entwine a running vine, such as smilax or ivy.

Don't crowd this up with too many suitings and you will have a neat, attractive display, provided the trimmer has any taste at all, and can arrange the suitings in graceful folds.

NOTES CLIPPED FROM EXCHANGES.

A Grand street furnishing store in New York has a sign in its window reading, "If you like children buy a pair of our 75c. kids."

A pretty millinery window was seen made up in the following way: In the centre of window, suspended from the ceiling, was a large heart made entirely of flowers and foliage, on the top of which was placed a dove. From the beak of the dove colored ribbons were festooned to the hats below. The background was made up of mirrors and white and mauve china silk tufted over cotton-batting. The display was one of the most beautiful creations of high art window-dressing seen in that city for some time.

A novel window trim at ———'s took the eye of passers-by yesterday. The window was trimmed entirely of men's hats, at \$2 each. In the centre of the display was the figure 2, about three feet in height. This was made of wood, covered with white material, and studded with colored electric lamps. On each hat was pinned a new crisp \$2 banknote. This display was quite a novelty and did not fail to attract everybody passing along.

PREPARE FOR SPRING TRIMS.

During the dull season is a good time for the trimmer to think out future displays. Don't leave off planning because business is dull. Now is the time to plan out Easter trims. Draw out your designs and get to work on them. There is

STEPHEN HAAS

MANUFACTURERS OF

TORONTO, ONT. VALLEY FIELD, P.O. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.

OPAQUE SHADE CLOTH.

**CURTAINS, DRAPERIES
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc.**

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:
"HEES" TORONTO.

We manufacture everything in the line of

WINDOW SHADES,

and sell them at a price that affords the retailer **LARGE PROFITS.**

TWO ADDITIONAL WINDOW SHADE MACHINES.

We have been making two additional machines for manufacturing OIL FINISHED WINDOW SHADES. We will begin delivering these new shades in February next, and they will be sold as cheap as any shades on the market.

OUR DERBY TABLE COVER.

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash
Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery
Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

GEO. H. HEES, SON & CO., Head Office, **TORONTO.**

2/2/6 present

WINDOW DECORATING—Continued.

abundance of spare time now, before the new goods require showing. Here's a chance to make up portable backgrounds and fixtures.

Displays hurriedly constructed in the window generally lack the finish in detail that those made up by having been given lots of time possess. It is not too early to be working occasionally on Easter devices.

THE REVIEW will be pleased to aid its readers with any information it possesses as regards the addresses of firms who are reliable who keep goods required by the window-designer. Any communications addressed to THE REVIEW, in care of the "Window Trimming Department," will be given every consideration. If any trimmer desires an idea on any subject pertaining to these columns, and if THE REVIEW can be of benefit in helping him out, it will be, with pleasure, "at your service."

A FEW CITY WINDOWS.

By C. G. H.

Nearly every dry goods house has a whitewear window at this time of year, and, while some of them show much taste and skill in arrangement, others are made very common by having the goods scattered about in any way at all.

EVERGREEN IN CONTRAST.

One of the prettiest whitewear windows was draped all around the sides and back with white goods, while imitation evergreen

and so on till the top was made of a single one standing upright, with a lace handkerchief capping the whole.

LACE HANDKERCHIEFS.

Lace handkerchiefs were also shown arranged around stands in circles, one above another. They were held by the centre, so that the corners projected all around the stand. The stands were sometimes first draped in red, which gave a pink tint to the whole display.

MIRRORS IN USE.

The use of mirrors in all kinds of window display is becoming more and more common. If they are good for nothing but to serve as a background, they answer the purpose well. In some windows only small strips of the mirror can be seen, the rest being hidden by the goods. They are especially useful in whitewear displays, as they make a better background for these goods than for any other.

A MIRROR EFFECT.

A rather unique window, showing the use that mirrors are sometimes put to, was made by draping the three sides with white goods and hanging goods of the same material from the ceiling so that they reached nearly half way to the floor of the window. The floor was covered with a large mirror, and nothing whatever was placed on it. The effect, however, of the reflection of the goods from the sides and ceiling was very fine. This window attracted a good deal of attention, and displayed the goods to the best advantage. In case no mirror is on hand that covers the whole floor of the window, a number might be used with the same effect.

This window might have been made to have still greater effect if some printed card had been suspended, face downward, between the goods that hung from the ceiling, so that only its reflection could be seen in the mirror below, while the card itself would be hidden from those outside the window by the goods. The card, of course, would have to be printed backwards, but, in plain lettering, this is easily done.

BLACK AND WHITE.

A striking display was made recently with black dress goods and ladies' handkerchiefs. The dress goods were draped in the usual way over stands, there being three rows of them in steps, so that the back rows could be seen easily. On top of each stand a handkerchief was placed, and the contrast between the white and black was very good. The principal object of the handkerchiefs, of course, was merely to set



Successful Trim at Wims & Co.'s, Campbellford, Ont.

decoration was hung so as to form an edge for the draping. The green adds greatly to the appearance of the white goods, and forms a cheap and effective way of showing them. On the floor three or four pyramids about four feet high were made by folding table napkins in triangular shape and standing them on their ends. Others were laid flat across the top of these,

off the dress goods, though they were a display themselves also.

In making a window of silk or satin dress goods great care must be taken in harmonizing the colors, or much of the force of the display is lost. One of the large departmental stores, which usually has good windows, recently made a mistake of



THE *Cravenette* STAMP

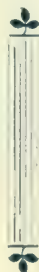
on wollen goods guarantees that they are suitable for all kinds of weather. Although absolutely rainproof, they are odorless and porous to air, and can therefore be worn with comfort in sunshine or rain.

B. PRIESTLEY & CO.,

Manufacturers of Cravenette Cloth,

BRADFORD,

ENGLAND.



S. GREENSHIELDS,
SON & CO.,

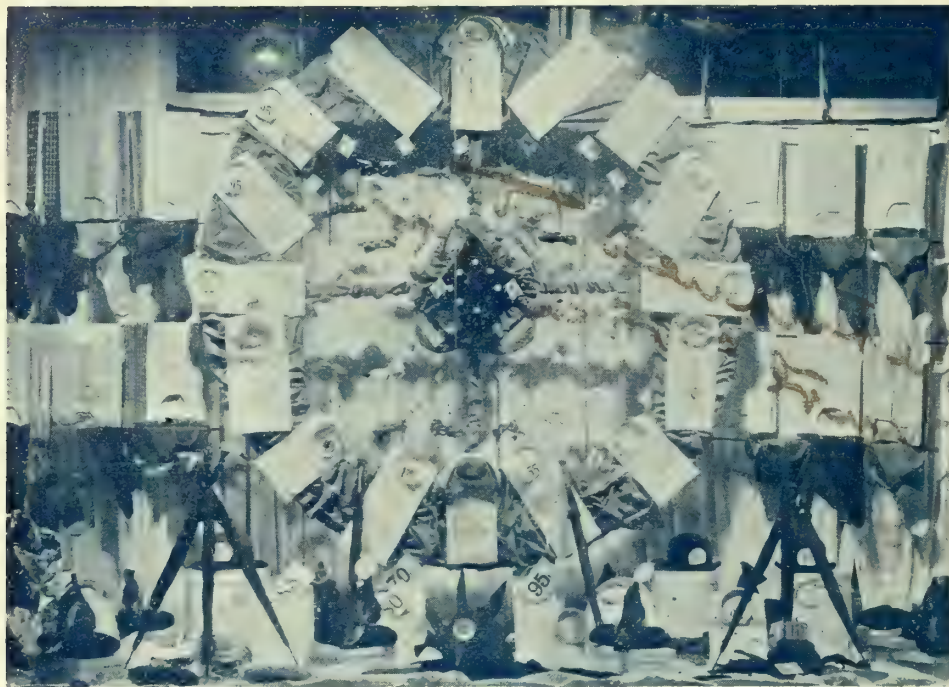
Montreal and Vancouver,

SOLE SELLING AGENTS FOR CANADA.

*all Returned to 3/107 see cut
mud office
good man page 574*

WINDOW DECORATING—Continued

this kind, and the lack of harmony in the colors, although the goods themselves were very fine, weakened the display considerably.



Well-Designed Trim of McFarland & Co., Markdale, Ont.

EVENING WEAR GOODS

A handsome display was made of ladies' goods for evening wear that attracted the attention of almost every woman who went by. In the front of the window were spread out over low stands various silk and satin dress goods. There were two rows of these, and the two ends of the window were draped with the same goods. Behind the dress goods, on higher stands, were a number of made-up waists. At the back of the window on forms was a row of opera cloaks, while, above all, at the back and from the ceiling, hung opera clouds and shawls.

It is not every dealer, of course, who carries these goods in sufficient quantity to fill a whole window with them, but the idea of making one large display of goods suitable for certain occasions is one that can be profitably followed.

MOURNING GOODS

A mourning window, for instance, is within the reach of most dealers. This, of course, makes rather a sombre display, but a dealer in the city has managed to make an exceedingly effective window with mourning goods. With the black goods a good deal of black and white material and

black bordered handkerchiefs were used to brighten the display.

Another display made of goods of the same class was composed of bathroom goods. Bathrobes, men's and women's, stood on forms at the back, while the front part of the window was taken up with towels, bathroom slippers, etc.

POINTERS.

When a window is made up of a series of stands covered with dress materials, it is a good plan to connect them with some such goods as ribbons, laces, etc. Laces were used in one display with good effect. They were wound around the tops of the different stands once and then carried to others, the connecting piece being allowed to hang loosely with a draping effect. The lace showed very well in this way and added much to the general appearance of the display.

When showing Scotch plaids it is a good plan to put on view as many as possible in the same window, and to label each with a card telling the clan to which it belongs. This is an inducement to people, especially to those of Scotch descent, to buy when they really might not need the goods, and when,



This is a representation of a "Gold Medal" dress goods window sent us by a subscriber of THE REVIEW, Mr. R. F. Cugnet, Paris, France. It happens that the goods on display in this case are handled by a Montreal wholesale dry goods house.

if not ticketed with the clan's name, they would not give a thought to that part of it.

(Continued on page 77.)

High-Class Dress Fabrics.

Silks, Velvets, Ribbons.

DEBENHAM & FREEBODY

LONDON—15 to 18 St. Paul's Churchyard and Welbeck St. W.

PARIS—115 Rue Reaumur.

BRUSSELS—18 Rue des Boiteux.

NEW YORK—111 Fifth Avenue.

MELBOURNE—236 Flinders Lane West.

SYDNEY—422 George St.

TORONTO—45 Yonge Street.

FOR THE SPRING OPENING.

Stock carried in Toronto at Direct Importation Quotations.

RIBBONS—SATIN, FAILLE, TAFFETA, Blk. and Col'd.

TAFFETA SILKS, Black and Colored.

SATINS, Black and Colored.

FANCY STRIPED SILKS.

BLACK AND WHITE CHECK SILKS.

PEAU DE SOIES, DUCHESSE, MERV, MASCOT.

SILK VELVETS, Black and Colored.

RIBBON VELVETS, Black and Colored.

FRENCH CHIFFONS, Black, White, Cream and Colored.

MAINE NETS, Black and Colored.

CHOICE FRENCH LACES AND ALL-OVERS.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

“PLANTAGENET” FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE “PLANTAGENET” GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

Among Our Retail Readers.

CHANGE AT WOODSTOCK.



ABOUT the middle of January occurred a very important change in the business circles of Woodstock, Ont., when Mr. George Caldbeck was succeeded in his retail dry goods business by Messrs. Robert C. and James C. Campbell.

Mr. Caldbeck went to Woodstock from Paris, Ont., 23 years ago. He formed a partnership with the late J. C. McLeod, the firm doing business for three years. When they dissolved, Mr. Caldbeck opened up alone in other premises, where he remained for 10 years, at the end of which he erected his handsome four-storey building, where he remained till last month.

Mr. Caldbeck's business record during 23 years of active work cannot be equalled by many merchants in this Province. Every year showed an increase over the preceding year. He always paid 100 cents on the dollar, never asked a monetary favor of any other firm and never renewed any commercial paper. Through close attention to business and great enterprise he managed to build up one of the best-paying retail dry goods businesses in Ontario. Mr. Caldbeck is not yet decided as to what he will do in the future, but, until March, will remain at the store.

His successors, the Campbell Brothers, as the firm will be called, are well known among Woodstock business men. They have been in the employ of Mr. Caldbeck since he first went to Woodstock, Robert C. Campbell having been the store manager for a number of years, and James Campbell the financial manager of the business. Mr. Robert Campbell has made several trips to the Old Country to purchase goods for the firm, and will continue to do so for the new concern. They retain the same staff as was employed under Mr. Caldbeck.

* *

MESSRS. FLAVELLE'S BIG STORE.

The firm of Flavelle Bros., Lindsay, Ont., is one of the most progressive of Ontario firms. They have a large dry goods, milling and cold storage business, each of which is in the most prosperous condition, owing to the splendid business ability and enterprise of the owners.

The dry goods store is one of Lindsay's largest. It is one complete building, which formerly contained three stores, three storeys high, and with the most improved facilities for doing business. The store has eight departments—clothing and men's furnishings, dress goods and silks, mantles and coats, dress making, millinery and trimmings, carpets and rugs, haberdashery, and fur goods. The firm are heavy importers from Germany, France and Great Britain, sending buyers to these countries regularly. They are members of the Canadian Dry Goods Syndicate, which is composed of 18 of the best dry goods concerns in the country. Each department is kept stocked with all the latest goods.

The men's furnishing department is nearest the entrance, and here are displayed goods from all the principal makers in Canada. A section of the show window beside this department contains an array of men's furnishings that is surpassed by very few stores. The dress goods department is larger than

in any other store in that section of the country. The mantles are chiefly from Germany, Berlin being the great purchasing centre for these goods. Miss Davidson, who was for some time with Simpson & Co., Toronto, has charge of the dress-making department. The fur department is another that will compare favorably with any store outside of the largest cities. These departments do not include the house linens, or the linoleums and oilcloths, which are carried in the basement.

About 60 hands are employed in the building, the whole being under the management of Mr. Wm. Flavelle, ably assisted by Mr. W. Dundas, whose numerous trips to European markets and long connection with the business make him competent to direct the details which are largely placed in his hands.

* *

CHRISTMAS AT PATON'S.

The Christmas display in James Paton & Co.'s store, Charlottetown, P.E.I., was ahead of that of any other year. For days previous the staff were employed in decorating and arranging the different booths, and the result was a very striking interior.

The first booth, in the centre of the store, contained hand-painted china or opal ware, glove and handkerchief boxes, jewel cases, etc. In the second booth were ornaments in glass and metal. The children's booths were roofed with sleighs and filled with an endless variety of toys. Another department was devoted to handkerchiefs of all kinds. This booth was very prettily decorated in white and cream, built up of squares of linen, cambric and silk handkerchiefs. The fifth booth contained games, children's puzzles, picture blocks and miniature furniture in abundance. Next to this was a stand covered with jardinières and millinery, and in the rear of the store were tables of wooden toys, representing every vehicle and article of furniture in general use. These were cleared out on the Saturday before Christmas at 33⅓ per cent. reduction.

The sides of the store were also taken up with counters, on which were spread, with tasteful arrangement, lawn aprons, ladies' fine neckwear, rich silk blouses, etc., over Smyrna rugs, which formed a pleasant background. One department, given over to men's neckwear, scarves and braces, was very fine.

Ascending the stairway, the visitor obtained a dazzling picture of the whole floor. Here and there garlands of green in graceful festoons relieved the gaily-colored contents of the booths, and waving silk banners added to the general effect.

* *

A LIVE SANTA CLAUS

At the Christmas opening of Stark's Glasgow House, one of Vancouver's largest dry goods stores, one of the original features that made it such a success was a live Santa Claus, who went about the store on the day before Christmas distributing bags of candy to the children. This brought out crowds of people, and the new arrangement of stock and fixtures added further interest to the occasion. The three floors of the building are used by the firm; the lower, or ground floor, contains the regular dry goods stock, the second floor millinery and ladies' and children's jackets, and the top floor is used as a storeroom, though it will shortly be fitted up as a workshop. The growth of Messrs. Stark's business from a very small beginning, nine years ago, to one of the largest exclusive dry goods stores in the West, employing 25 sales-people, must be explained by the business methods on which

"Lawrus" Fabrics.

SPRING 1901.

These fabrics include several specialties in black and colored Dress Goods, also Covert Coatings, "Pirle Finish," and a large and varied assortment of Plain and Fancy Homespuns, all of which fabrics are most suitable for the Canadian market.

EVERY YARD STAMPED "LAWRUS,"

SUPPLIED ONLY BY

LAW, RUSSELL & CO.,
BRADFORD, ENGLAND.



Luxfer Prisms successfully lighting store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

AMONG OUR RETAIL READERS—Continued.

the store is conducted and the guarding of their customers' interests by the firm. The business was begun by Mr. James Stark nine years ago, and some time ago he took his two sons, Walter L. Stark and Earnest W. Stark, into partnership, the firm being now composed of these three. From using only the lower floor, Stark & Sons have gradually spread out until they now occupy the whole building, and the business is still growing, so that in a short time even more room will be required.

The good feeling existing between the employers and their assistants was shown a few days before Christmas by a very pleasant reunion in the building, at which the party numbered about 60. This is an annual event and much appreciated by both employers and employees. Supper was served on the second floor of the building, while the third floor was devoted to dancing, an orchestra being in attendance. The place was beautifully decorated, and an enjoyable evening was passed.

* *

AN OLD OAKVILLE BUSINESS.

Mr. R. B. Barclay, general merchant, Oakville, Ont., who succeeded to the business which for the past 30 years has been carried on by his father, the late J. Barclay, reports business in all lines as very satisfactory. The founder of this enterprise, the late John Barclay, was born in Paisley, Scotland, on August 19, 1820. When still a boy he came to Canada, where for some time he followed agricultural pursuits. In 1853 he entered into business in Oakville, and built up a large trade, which was carried on in his name until 1899, when he transferred it to his son, R. B. Barclay. He carried on a general business, buying grain and other produce from the farmers and supplying them with manufactured goods and provisions. But, although actively engaged in business, he found time to devote to other things. He took an active part in the Canadian militia, being lieutenant in No. 1 Company of the Halton Rifles, and afterwards a captain. In municipal affairs he was also at the front, being in the town council for 23 years, reeve of Oakville for three years and mayor for four. In politics he was a Conservative and in religion a Presbyterian, being an elder of the Oakville church for nearly half a century and taking part in all the church societies. He left two sons and three daughters to maintain the traditions of a good name and reputation.

NOVELTIES IN SILK WAISTS.

All the latest designs shown for Spring are either tucked or corded. The tucked waist is the proper thing. The most stylish are made with bolero coats, either attached to waist or made to wear separately. The sleeves are made in a variety of shapes and all new and attractive. Messrs. Boulter & Stewart, 13 Front street west, are showing 30 of these new designs for the openings.

SALUTING THE QUEEN.

One of the best calendars, and especially appropriate at the present time, is "Soldiers of the Queen," which the Queen City Oil Co. are sending out. It represents a Highlander, a South Wales Lancer and a Canadian Mounted Infantryman saluting and cheering a large portrait of the Queen. The drawing is excellent, and there is no doubt that the whole calendar will be much appreciated by anyone fortunate enough to get one before the supply is exhausted. No doubt any of our readers may have one by writing them.

SPRING STYLES OF WATERPROOF CLOTHING.

THE designer for The Beaver Rubber Clothing Co., Limited, has returned from Europe, where he secured the latest cloths and styles of make-up of ladies' and gentlemen's waterproof clothing. Samples are not yet on the road, but to a representative of THE DRY GOODS REVIEW some ideas on the new goods were divulged. These goods embody absolutely the latest ideas, and their style has not been shown on this market hitherto. The principal feature is that trimming appears to be a little more elaborate this year.

Ladies' garments are receiving special attention by The Beaver Rubber Clothing Co., Limited, this year. Several new styles are appearing, comprising many new features. The "Victoria" is a high-class coat with seams strapped with an overlaid piece of coating and stitched, giving a very dignified appearance to the coat. The raglan pockets, now so popular, are to be found on this coat as well as a fancy velvet collar and stiff cuffs. The strapped seams run as low as the knees, where the flare starts to give room to the fashionable flare of the dress and to afford ease and comfort to the wearer in walking. The shoulders are square, made so by puffs. Patent eyelets give ventilation. The lining imitates silk and is made of fancy rubber. The colors are blue, black, grey and fawn.

The "Minto" is a double-breasted coat, made of very best paramatta cloth, with a fancy striped lining of imitation silk. It bears an inlaid velvet collar, and is made with a yoke. There are six rows of contrasting fancy stitching on the yoke, and a double row of stitching along the front and collar. The cuffs are fancy and besides the raglan pockets is a breast pocket. This coat is also made in blue, black, grey and fawn. The leading color for Spring is grey, but there are always more blues sold than any color.

Then there is the "Toronto," a double-breasted Raglan, with straps on every seam and trimmed with a fine imitation plait on the front, that affords opportunity for an invisible pocket. This is made with the best of covert coating, with imitation silk rubber lining. It bears a velvet inlaid collar. All these coats are trimmed with pearl buttons.

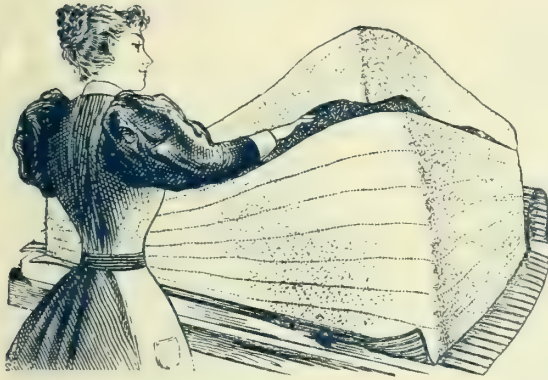
The "Ontario" is a ladies' coat, made in khaki and blue. The khaki bears a military appearance. The buttons are brass, guaranteed not to tarnish and the edges of the coat are trimmed with red pipes or braid. It is single breasted, has a belt at the back, fancy cuffs, raglan and breast pockets and epaulettes. It is also made of a blue paramatta cloth, with white braid on the edges.

This firm are showing a cheap ladies' garment that can be sold for about \$3.50, called the "Roy," nicely made in blue, black, fawn and grey colors, with yoke and fancy braid. The regular raglan pockets form another feature.

In gentlemen's coats, both Chesterfields and Raglans are shown in a variety of styles. The Chesterfield with fly-front and raglan pockets seems to be a leader. Quite an assortment is shown in men's single and double-breasted styles with box-back and slit on the side. The Raglan continues to be regarded with favor. This firm's 61 2-3 4/c. in double-breasted styles are claimed to be the cheapest coats in the market, and there is still a heavy demand for a cheap coat. Merchants can sell these at \$5 and make a 40 to 50 per cent. profit.

J. Sproul Smith has resigned the agency for S. Hird in Western Canada, as his own agencies take up his whole time.

Ostermoor's "Patent Elastic Felt" Mattress.



The Ostermoor Co., of New York, forward several hundred Canadian inquiries about this mattress to us every year. Some of these inquiries come from your town or near you. We are the Canadian manufacturers of this truly wonderful mattress, and have \$15,000.00 worth of machinery employed in their manufacture. We manufacture for the trade only, but **you** can sell them at New York prices and get your regular profit. We only sell this line to one firm in each town, and if they are not on sale or not properly pushed in your town it will pay you to get informed. Remember they are the best things known in mattresses.

THE ALASKA FEATHER & DOWN CO., LIMITED

Salesroom and Office—301 St. James Street, Cor. Victoria Square,
Works on Canal Bank.

❀❀ **Montreal.**

BATTING...

Guaranteed free of Threads and other
weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for.

**North Star, Crescent
and Pearl Batting.**

Toronto Brass Mfg. Co.

To be successful in business
you must be up-to-date.

Let us help you by fitting up
your store with the very

Latest Novelties

Fixtures.

Our quality is superior to any-
thing on the market.

Our Price is Right.

A post card will bring you
catalogue and full information,
or send sketch of anything re-
quired to the



Toronto Brass Mfg. Co.

91-95 Richmond Street West,
TORONTO, ONT.

THE LATE MR. F. S. FOSTER.

THE death of Mr. Francis Stuart Foster, of the firm of The Watson, Foster Co., wall paper manufacturers, Montreal, which occurred at his late residence, 904 Dorchester street, Montreal, on Sunday, January 6, 1901, deprived Canada's business community of one of its most respected members and cut short one of the most promising business careers that could be prophesied for a young man.

Although he had acquired a leadership in his line of business, Mr. Foster had not had an exceedingly long experience, being born only somewhat over 41 years ago in Kingston. He received his education in the "Limestone City," attending the High School there, previous to the family's removal to Montreal.

It was in 1885 that Mr. Foster first became connected with the wall paper business, entering the firm of Watson & McArthur, which had just been formed, as bookkeeper. Four years later Mr. McArthur withdrew and the business was carried on by John C. Watson & Co. In 1891 Mr. Foster really entered into partnership in the firm, but not till 1894 did his name appear in the firm's style. In 1897 the business was formed into a joint stock company and the trading title has since been The Watson, Foster Co., Limited.

Mr. Foster's special duties belonged to the manufacturing part of the establishment, and he had acquired a thorough knowledge of the practical side of the business. In fact, to his ingenuity and enterprise is largely due the excellence which Canadian wall paper manufactories have learned to give to

their products since they started to learn their business in 1880, on the adoption of the National Policy. Canadian merchants long found difficulty in selling the domestic-made wall decoration, but, thanks to the zeal and perseverance of such pioneers in the industry as Mr. Foster, we are now not only supplying our own trade, but entering into the export business as well.

Mr. Foster's influence extended into the office also, where his grasp of financial questions and his business ability of no mean order were valued very highly. Honesty and integrity were equally predominant with enterprise in his make-up. An example of his high principle, which he never would allow to be published, was shown one time, when, about eight months after he had made a settlement with an insurance company upon some losses the firm had sustained through fire, he found a mistake had been made in the valuation of some factory apparatus, and his firm sent the insurance company a cheque for \$800. Acting upon such principles as actuated them in this case, he and his partners builded even better than they knew, and their business expanded to enormous proportions.

As a man, few business figures were held in respect equal to that enjoyed by Mr. Foster. Although he was very attentive to his private business, he had for some years been a member of the Montreal Board of Trade. He was a governor of the Montreal General Hospital and a warden of Christ Church Cathedral. His personality was affable, yet always impressive.

Mr. Foster had been away from business two years and eight months, seeking a recovery of health in different climes, but it was only during the last two months of his life he was seriously ill. He leaves a family of a widow and three children who, needless to say, have the warmest sympathy of his hosts of business friends.

The funeral service, rendered in the Cathedral in full chorus, was very impressive. The chief mourners were the two young sons of the deceased; Mr. W. Foster, brother; Mr. W. I. Gear, brother-in-law; Messrs. Hugh Watson and D. S. Boxer, partners of the deceased, and Wm. Cooper. Among the others present were: Sir M. W. Tait, Messrs. Alfred Griffin, George Creak, Capt. Riley, H. Adams, E. A. Barton, J. H. Hutchison, M. Fitzgibbon, David Smith, R. J. Notan, Lieut. Col. Butler, C. Richards, H. Ryan, George Howard, J. Fraser, C. P. Greaves, R. K. Howland, C. C. Howland, H. H. Howland. There was a large number of floral tributes sent by the immediate relatives of the deceased, and from Mr. and Mrs. W. B. Foster, Mr. and Mrs. Hugh Watson, G. Howland, Son & Co., Madame M. J. A. Prendergast, Cadieux & Derome, Colin McArthur, and Miss McArthur, the office and travelling staff.

A DRY GOODS FAILURE.

Raoul Moisan, doing business at 689 691 St. Catherine street, Montreal, as the firm of Moisan & Moisan, has assigned on demand of Thomas May & Co. The principal creditors are: A. Racine & Co., \$4,000; Rosa de Lima Roy, \$4,800; Caverhill & Kissock, \$600; Thomas May & Co., \$1,825; S. Greenshields, Son & Co., \$500; Barry & Co., \$300; Kyle, Cheesbrough & Co., \$350; Robert Darling, Toronto, \$600; Wyld-Darling Co., \$750; Chaley & Orkin, \$750; The D. McCall Co., Toronto, \$250; James Hall & Co., Brockville, \$225; L. A. Provost, \$200; Merchants D. & F. Co., Toronto, \$450.



HIS MAJESTY KING EDWARD VII.

From a recent photograph taken in London.

By courtesy Canadian Magazine.

Some of the very latest designs for . . .

**Spring
1901.**



No. 711.

Our travellers are now on the road with a full range of samples. It will pay every merchant to inspect them.



No. 722.



No. 725.

If our traveller does not call on you, drop us a card and we will send on samples.



PROMPT ATTENTION
TO LETTER ORDERS.



No. 729.

We manufacture and offer you the same goods as the American manufacturer, but at 40% less than it costs you to import.



No. 724.

The American Silk Waist Mfg. Co.

323 St. James Street, MONTREAL.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



*** This department is conducted and prepared by Mr. Joseph E. Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

AT the conclusion of this article is appended a composite page of current New York advertising, which furnishes a text for some comments on that art, as exemplified by its leading exponents in that city.

* * *

New York and Philadelphia Compared.

In a broad survey of the field, it may be said that New Yorkers are not, beyond question or quibble, the best advertisers on this continent. On the contrary, in the opinion of many, the palm of superiority should be awarded to Philadelphia. The critic does not concede this. The question is debatable. What would take admirably with Philadelphians might not be at all adapted for New Yorkers. The constituencies, though geographically contiguous, are, in tastes and temperaments, as remote as the poles. Philadelphians are popularly credited with somnolent tendencies. Why, the writer neither knows nor can conjecture. In any event, the Quakerites are supposed to be slow—at least, slower than Gothamites—and that "take-it-easiness" is reflected in the character of the advertisements. In point of speed and "get-there-ativeness" the New Yorker is best typified by an automobile, the Philadelphian by an ice wagon with one wheel off.

The fact that more space and attention are devoted to advertising in the "Quaker City" than in the metropolis is conceded. The reason, as viewed from a New York standpoint, is that Gothamites have neither the time, patience nor inclination to thread the mazes of encyclopaedic advertisements, such as contribute to the gaiety of Philadelphians. Moreover, if they did, and that style were deemed desirable there, the great disparity in the cost of space between the newspapers of the two cities would, of itself, preclude the adoption of such a prodigal policy. But of this more anon. The theme of this article is New York advertising, and the critic should be called to task for such a prolonged digression.

* * *

Merits of Different Styles Cannot be Arbitrarily Determined.

Of course, the merits of advertising cannot be measured as one would appraise potatoes or apples. Local conditions and character of clientele are to be considered. In New York the dry goods trade may be thus subdivided: First, "uppertendom," or swell circles. Second, a commingling of medium with high-class clientele. Third, an exclusively popular-class business. Fourth, the East Side or "basket" trade.

Under the First Classification Would Come Five Firms.

In the first category come Arnold, Constable & Co., B. Altman & Co., Lord & Taylor, James McCreery & Co., and Stern Brothers. Naturally, there is a style of announcement peculiarly adapted for their clientele. What would be eminently suitable to a Grand street or Bowery merchant, it goes without saying, would be decidedly malapropos, if not fatal, to firms catering to Fifth Avenue and Riverside Drive. On that account the advertising of a house like Ridley's cannot be compared with those of Altman's or Stern's. The angler's choice of bait is not determined by his own taste, but by that of the fish.

Of the five firms above cited, each uses distinctive type. Their public has become so accustomed to the typographical individualities that any one of those firms could insert an advertisement without appending their names, yet anyone would readily recognize from what house the announcement emanated.

* * *

Arnold, Constable & Co.

In Arnold-Constable advertisements the quotation of a price is about as rare an occurrence as a total eclipse of the sun. The writer cannot recall a dozen such instances in that many years. The concern of their customers is supposed to be entirely centred on questions of style, novelty, or exclusiveness, and not at all on considerations of cheapness or economy. And so, to a great extent, it undoubtedly is.

* * *

Altman, Stern, Lord & Taylor, McCreery.

Though Altman, Stern, Lord & Taylor, and McCreery frequently quote prices, they dispense altogether with introductions and chatter. Their announcements have the terseness of a cablegram. No boasting or bombast for concerns of that calibre. Evidently they go upon the principle that, if they are the "real thing," the fact is self-evident, requiring neither demonstration nor confirmation. What they are, they believe, is attested by what they do, not by what they say. They know that the public's estimate of them, or their methods, is not influenced by boasts, be they ever so true. Bouquets of self-purchase and presentation are a pitiful investment. It is not the genuine coin that needs countenance, but the counterfeit. How true it is that the credibility of many a claim has been weakened by an overdose of protestation. As saith the immortal bard: "The lady doth protest too much, methinks."

Plain statements of facts, therefore, unembellished by

*Two for
Brockville
see cut work
45*

CHESTER SUSPENDERS

For Careful Dressers.

Chester Line
TRADE MARK

14 Styles
all unequalled.

Our
Newest
Model

The Everlastic

"It stretches from tip to tip."

JAMES HALL & Co.
Chester Suspender Co.
Brockville,
Canada.

THE NEOSTYLE DUPLICATORS

Print from 100 to 5,000 original hand and typewritten
circulars, at less cost than printing. ❀ ❀ ❀ ❀ ❀

WRITE FOR FULL PARTICULARS.

Rebuilt Typewriters at from \$15.⁰⁰ to \$50.⁰⁰ All Makes

Typewriters Rented—\$2.50 to \$5.00 per month.

Repairing on all makes a specialty. Write for prices.

CREELMAN BRO'S TYPEWRITER CO.

Sole Dealers in
Underwood Typewriters.

15 Adelaide St. East, - TORONTO.
97 St. Francois Xavier St., MONTREAL.
28 King St. West, - HAMILTON.
Temple Building - LONDON.

GOOD ADVERTISING—Continued.

comment or illustration, constitute the announcements of Sterns and Altman's, of Lord & Taylor and McCreery's.

* * *

John Wanamaker, Simpson, Crawford & Simpson, and Loeser & Co.—the latter, a Brooklyn house. Wanamaker's, of course, is a national institution. No house is more widely known, and of no other are the methods so popular with the public and copied by competitors. Among the merchant princes of America, John Wanamaker ranks deservedly high. In this roll of fame, three names obscure all others—A. T. Stewart, John Wanamaker and Benjamin Altman. Stewart was the pioneer and blazed the way. Wanamaker came after, but improved upon the model. Altman struck out on entirely new lines.

When Stewart died, he left one of the biggest and best paying dry goods plants in America. But, bereft of his genius, how soon it dwindled! The same store, the same help, the same system survived the founder, but something was lacking. The soul of the business had departed and life was extinct.

For a few years Judge Hilton rattled around in the Stewart shoes, but the masquerade was pitiful. The business grew smaller by degrees and beautifully less. 'Twas explained that the stand was a poor one. That part of Broadway was not what it was in Stewart's day. Trade had left it, never to return. This was the situation when the public was amazed by the announcement that John Wanamaker was to buy out the Hilton stock and revitalize the old stand. The trade stood aghast at the audacity, and many were the direful prognostications of the inevitable outcome. As now known, these pessimists were askew. John Wanamaker not only came, but saw and conquered. The rest is history. He has not only drawn back the trade, but enhanced Broadway real estate within a radius of many blocks.

* * *

Wanamakerian Advertising. From the standpoint of popular trade, Wanamaker advertising is undoubtedly the American model. It is so regarded throughout the length and breadth of the land. It is founded on new lines and bears the impress of a strong personality. No expense is spared in obtaining the best talent available, and some of the most noted advertising men in the country owe their prominence in their profession to Wanamakerian schooling.

In an interview with a representative of The Dry Goods Economist, recently published in that paper, Mr. Hotchkin, the present incumbent of that position, said some things well worth repeating. These, for example:

"Successful advertising is not so much a matter of opinion and skill, as it is instinct. Opinions derived from information and experience are good, if well measured. Skill in expressing your thought impressively is absolutely necessary to the fullest success. But back of all and under all is the primary quality that leavens and vitalizes the whole effort—the instinct which reads the wishes and best understands the impressionability of human nature; in other words, the quality which enables one man to put himself in the place of another—the seller who can forget the technicalities of trade, cast aside his own point of view, step into the position of the buyer and realize what he most wishes in the commodity under consideration.

"The illustration of the absence of this faculty in many advertising men," continued the Wanamaker expert, "is best demonstrated by the evidence shown in much current advertising of the dominance of the merchandise man over the advertising man; by the printing of inventory lists of prices that mean nothing when not coupled with any information as to the quality or features of desirability of the merchandise."

* * *

The Wanamaker Principle Vindicated by Results.

The success of the Wanamaker business has most thoroughly vindicated this principle in advertising. If it is contended that others have failed when following the same theory, the answer is that no weakling in merchandising can be bolstered up by any advertising, however good. If, on the other hand, others have succeeded by worse methods of advertising, the reversion of the premise is equally adaptable, for no masterful merchant can be kept from a certain measure of success by any advertising, however bad. The preeminent success of the Wanamaker business is due to the fact that the most masterful methods of merchandising have been constantly coupled with the highest order of advertising.

* * *

Simpson, Crawford & Simpson and Loeser & Co. Of these two firms, the latter are the better advertisers. And, by the way, the Loeser ad-man is a Torontonian—his name I cannot recall at the moment. He has adopted a style of his own, and undeviatingly adheres thereto. The critic cannot agree with one phase of his work: All his ads. look alike; unless you examine them closely they appear, at first glance, warmed-over editions. In the critic's opinion, the form of the advertisement should constantly vary, though the typographical dress remains unchanged. Here is a distinction with a difference. The Loeser introductions are generally good, but, in the judgment of the writer, are sometimes amiss in one important respect: The Loeser firm are too often put on a pedestal of business probity and fair dealing to be admired at a distance, with an accompanying fling at the faults and foibles of fakey competitors. This attitude, it need not be contended, is fundamentally wrong. The pharasaical protestation of "thanking God that I am not as other men are," was, is, and always will be, egotistical and hypocritical. Better make no reference to competitors, unless to compliment them on some new indication of prosperity. That sounds strange, doesn't it? But ponder the suggestion at your leisure, and see if there is not merit in it.

The Simpson, Crawford & Simpson advertising is mediocre, typographically and every other way. There is a peculiar thing, however, about this. The critic knows the ad-man of that house to be one of the most capable in the business. What is the reason for his poor showing? Simply and solely because he is hampered by having to conform his practice to the theories of his employers. He doesn't do good work, because he is not allowed to. Their notions are old fogey, and to their views he must bend, or get out. Consequently, he remains and sinks into an automaton. This is a point the critic wishes to elaborate some other time. Will someone remind him if he doesn't?

* * *

To be Continued in Our Next. As the critic has taken more space than intended in the diagnosis of the first two classes of New York advertisers, he promises to continue and complete the series in the March issue.

GROUP OF SPECIMEN NEW YORK ADS.

The Cressman
Dodger.

signs of any other color combination. Select a color easy to read. Then, red suggests gore. Quite appropriate, say you, to slaughtered prices. Very true, but, Brother Cressman, take the critic's advice and switch off on blue.

But, pardon a word or two of carping. The critic takes exception to the excuses for sacrifice sales so much exploited. Too often they are trumped up, and, whether so or not, are superfluous. This is characterized as an "Alteration Sale." The store is going to be repaired or extended. What of it? The truth is, you want to sell goods and are willing to make

GOOD ADVERTISING—Continued.

sacrifices to accomplish it. That's what interests the buyer ; the alteration incident is of interest to the seller, and him only.

Excuses you don't need. Alteration sales, fire sales, bankrupt sales, removal sales, dissolution sales are fakes, or look so. They smack of Baxter street and the Bowery. Be assured the very suggestion lowers the store's tone and lessens the merchant's prestige. Mark you, the critic does not say this autocratically or oracularly. He may be wrong, but, in this instance, is in a company. Study the ads. of a Wana-maker, a Stern, an Altman, a Marshel Field, and if you look for a precedent for such a sale, your search will be long, laborious and in vain.

All the same, the Cressman dodger was well worded and well printed. It should have been resultful. The critic's compliments to the author.

* * *

Sentner, McLeod & Co., of Charlotte-town, P.E.I. This firm send a page ad. for encomium or excoiation. The critic would fain shirk the task. He fears giving offence ; yet candid he must be, else, his comments would be worse than worthless. In this connection comes to mind an anecdote of Dr. Johnson as recorded by the faithful Boswell. Miss Reynolds (a daughter of Sir Joshua) asked Johnson, what he thought of a certain young lady's verses, which had been shown him by her mother.

Johnson : "Why, very good, for a young miss's verses ; that is to say, compared with excellence, nothing ; but very well for the person who wrote them. I am vexed at being shown verses in that manner."

Miss Reynolds ; "But if they should be good, why not give them hearty praise?"

Johnson : "Why, madam, because I have not then got the better of my bad humor from having been shown them. You must consider, madam, beforehand, they may be bad as well as good. Nobody has a right to put another under such a difficulty, that he must either hurt the person by telling the truth, or hurt himself by telling what is not true."

Pardon the digression, but there's a point to the moral. However, to return to the Charlottetown ad. To be candid, the critic considers the ad. below the average. Its only merit was a novel feature. It was gotten up to resemble a checker-board. In the squares, on which the pieces would rest in that game, were printed words. The caption of the ad. was "Christmas checkers ! It's your move." The critic scanned the ad. from A to Z, yet failed to find one attraction of drawing power, or one reason to induce a reader to visit the store. If that style of pointless generalities be resultful, the public of Charlottetown must be easy. Gentlemen, the specimen submitted is not up to standard. Give particulars, special prices, and logical reasons. Have done with checkers.

* * *

W. C. Forman, of Ingersoll, Ont. Mr. Forman submits three specimen ads. He crowds too much matter into too small a space. Better say less at a time and have that little read. As it is, the effect is too black, and repels, rather than attracts. One of these ads. is set solid in full face. The others, though not so bad, are far from good.

Another point : the wording is too trite. For example : "We would be pleased to have you see them." Of course. Why say it ? If you must say this or some such hackneyed obviousness, put it in a new way. That is the secret of Talmage's drawing power. He is not a thinker—not original. But he has the faculty of disguising old thoughts in new dress. Avoid triteness. Have done with "Come in and see us," "Come early and avoid the crowds," as you would, "hoping this will find you as it leaves me." Verbum sap.

* * *

The Northway Company, Tilsonburg.

This firm submit a booklet, which deserves much commendation. The critic delights to come across something of this kind, calling for praise, rather than censure. He is looking for excellencies as well as faults. This Northway booklet is well gotten up. That is, it is well arranged, and tastefully printed.

Another point—the claims are conservative, temperate. They arrest attention, and produce conviction. Without the slightest "jolly," the critic has not seen a better all round booklet of its kind in the big cities, here or across the border. In the next issue, he may make excerpts from it.

NEW MILLS AT VALLEYFIELD.

It is expected that the new mills being built by the Montreal Cotton Co. at Valleyfield will be completed and in operation by the month of August next. They are situated close beside the present mills, and are to be built of brick. One mill will be for spinning and the other for weaving. The company contemplate further extensions, for they are leaving room for an addition, if necessary, of considerably over double the capacity of the annex they are putting up. In the new mills there will be room for 38,000 spindles, with a dye-house of 850 looms. The machinery has nearly all been bought in England, and is the most up-to-date procurable. The president of the company is Mr. A. F. Gault ; the manager, Mr. Frederick Lacey ; and the selling agents, Messrs. Stevenson, Blackader & Co., Montreal and Toronto.

Mr. J. H. Parkhill, 207 McKinnon Building, Toronto, has secured the Canadian agency for "Geisha" waists, manufactured by Messrs. Frankenthal Bros., of New York.

A handsome card is being sent out by Mackay, Smith & Co., wholesale drygoods men, of Vancouver, B.C., to their patrons. It contains a mounted photograph of the steamship Empress of India, of the Canadian Pacific Steamship Line. It is well printed, and will be much appreciated by all who desire to receive a copy.

Mr. William Campbell, of Fenelon Falls, Ont., writes THE DRY GOODS REVIEW : "I have had no trouble in the way of returning goods. I deal with respectable houses, and, if anything in that way should occur, I try to help them out by selling the goods at what they may bring without loss. If sample lots are sent me I sell them ; if trashy or worthless I return them."

The Wray Corset Co. have sent out a card announcing their removal to their new building on Carling street, London, Ont., which contains a half-tone cut of the new place, and shows it to be a very fine structure. The great increase in the company's business has made it necessary for them to have larger premises, and the factory and offices are now both located in the new building at 98-100 Carling street.

THE
**CANADIAN COLORED
COTTON
MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

**DYEING
DRY GOODS AND MILLINERY**

Dry Goods, Cloth, Tweeds, Drills, Ducks,
Cottons and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.

158½ King St. West, Toronto.

123 Bank St., Ottawa.

47 John St., Quebec.

**THERE'S A DIFFERENCE
IN GLOVES.**



**SEE THAT
YOU
GET THE
RIGHT
KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND
DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

**THE CANADIAN
PRESS CLIPPING
BUREAU**

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL.

10 Front St. East,
TORONTO.



WHITE HORSEHIDE

is the material of which

**KLONDIKE
BRACES** are made.

This guarantees wear, and the crowds who buy them, because they find them comfortable and convenient, proves that they are otherwise satisfactory. Price, \$4.50 per dozen.

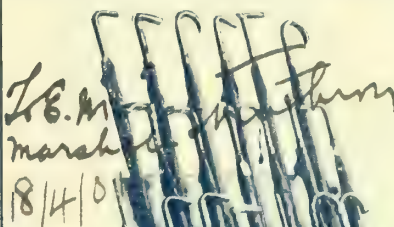
For sale by—Gordon, McKay & Co. - Toronto.

Thibaudeau Bros. & Co. - Quebec.

McCall, Shehyn & Co. - Quebec.

W. J. CHAPMAN, Mfr., WINGHAM, ONT.

**MARSHALL'S UP-TO-DATE
DRY GOODS DISPLAY STAND.**



The live Dry Goods
Merchant cannot afford
to be without these.

Unexcelled for
Window Dressing.

Write for Catalogue and Prices.

ONE OF THE NUMEROUS POSITIONS.

Manufactured by

E. M. MARSHALL, - Sarnia, Ont.

Styles in Ladies' Neckwear.



AST SEASON, ladies' neckwear was almost entirely confined to the linen collar and string tie. This year, the tendency will be in an entirely different direction. Primness and straightness bid fair to be entirely obliterated during the coming season, and the starched goods will not extend beyond the shirt waist. All signs point to

extreme embellishment, and the various shapes and patterns being prepared for the season's trade are bewildering in their beauty. Silks and satins of all colors, plain and fancy, velvets and laces of all kinds are put into innumerable combinations that baffle description. Canadian manufacturers find it necessary to have patterns of new productions sent to them quite regularly from New York and the continent, and all sorts of fantastic shapes are being manufactured and put on the market.

* *

The tendency is towards ease and comfort. There is a dominant feeling abroad that stiff stocks will be displaced by soft stocks. It is felt that the Summer woman will be put to discomfiture this year by the new straight-front corset, and that she will want something comfortable and soft in neckwear and dress. Soft stocks lined only with enough canvas to preserve their shape are now being shown, but many think that it is impossible to make these soft goods so that they will preserve their shape, and are clinging to the heavy productions. The field is at present divided, both here and in the United States, with the stiff stocks holding their advantage as yet.

* *

A large variety of ties, of stocks, and of combinations of stocks and bows, or of stocks and ties, are shown to retail at 25c., although the fancy productions come much higher. The simplest arrangement is the satin and velvet combinations, with the plaited stock. In the same class are velvet stocks, gold trimmed, and velvet and satin stocks with fancy applique. The military fever has not abated, and we see military collars of red satin and black velvet, gold trimmed. In both stiff and soft makes are to be found satin and velvet stocks appliqued effectively with lace. The new panne satins are being used freely in the manufacture of stocks in combination with velvet and colored satins. These oriental patterns trimmed with eidelweiss lace are quite natty.

* *

A big variety of lace and chiffon bows are being shown. Eidelweiss lace and colored pongee silks also make good combinations. Tinselled chiffons are another feature in bows. Windsor ties are being made with lace trimming to retail at 25c. as well as in better grades. They comprise all colors. These latter show the tendency of the hour, for the ribbon goes around the neck and ties in a bow, the ends being trimmed with lace.

* *

The goods to retail at 75c., \$1 and \$1.25 are more exquisite. They cannot be made too fancy and the materials employed cannot be too webby and delicate. Some, however,

are solid. We have seen one to retail at \$1 with a satin stock and colored satin reverses, gold trimmed, and bearing a white satin four-in-hand-shaped tie, which is also gold trimmed. Another handsome style is a similar stock ornamented with gold lace and buttons; the ends are trimmed with a new gold spike. Many silk and velvet ties, gold trimmed and embellished with spikes or other gold ornaments, are shown with or without stocks. Another pretty tie on display is one made of a soft satin stock, velvet trimmed on each edge; the velvet continues down to the end of the tie, crosses over in front and hangs down the front; the ends are trimmed with spikes and there is applique lace between the velvet. A handsome stock and tie, to retail at 75c., is a soft stock made of taffeta silk, gold and lace trimmed, with a knot of taffeta silk, the ends being gold and lace trimmed. Even gold buttons are an adornment in some elaborate patterns. Japanese silks are another material entering into their make-up. Altogether, they form a department of fashions in themselves.

J. ARTHUR PAQUET.

The successful dry goods merchant of to-day is continually on the outlook for low prices. There is as much care needed in buying as there is in selling. If he deals with the best houses, which are able to give him the best prices going, he is in a position to meet his neighbor in values, and perhaps undersell him, and there is no better medium of advertising than through good values.

Taking these facts into consideration, the Spring samples and quotations of J. Arthur Paquet, Quebec, merit the close attention of every Canadian buyer. Mr. Paquet has four large factories of enormous capacity, he obtains his raw material in as crude a state as possible, he does all the work in advancing these materials through the different stages of manufacture on his own premises, and, consequently, he is able to offer a first-class domestic article at extremely low prices.

Mr. Paquet still has a variety of furs on hand, while his line of Spring goods in gloves and hats particularly are replete with novelties and striking effects. The styles chosen for the Spring display good taste in a variety to suit all fancies.

Henry & Henderson, grocers, of Drayton, Ont., have made a large addition to their premises, and are putting in a fine stock of clothing and men's furnishings.

Kerns & Co., general merchants and grain buyers, Burlington, Ont., are to the front in the number who are making a success of the cash system. Others are: John Hiles, of Kincardine and Dungannon; Stewart, of Exeter; Winns & Co., of Campbellford; Sweet & Co., of Winchester, and Geddes & Whalere, of Hepworth.

The Imperial Neckwear Company, Montreal, are taking full advantage of the favor Dame Fashion is showing for ladies' fancy neckwear, and they are placing some very fine designs before the Canadian trade. The goods being designed and manufactured in Canada, and the materials being imported direct from the continent, two duties are saved that must be paid on American goods, and the Canadian manufacturers are able to quote lower prices than their competitors across the line. Moreover, the designs are up-to-date. Skilful designers are employed to devise new and pretty patterns, while the latest ideas are imported direct from New York and the continent. Their fancy ties are fully equal to any productions, the materials and trimmings being the latest novelties. Their combinations of stock and tie are worth seeing.

NOVELTIES! NOVELTIES! NOVELTIES! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

Hitchcock, Williams & Co.

SIR G WILLIAMS F G WILLIAMS H WILLIAMS A T WILLIAMS

WAREHOUSES

Canadian Representative...

Mr. Cawdell.

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.



Our Skirts

are perfection.

WHITE MUSLINS with Spots, Zig-Zags, etc., and self-colored **ORGANDIE** foundations in **SKY BLUE, CORN, HELIOTROPE, ARTICHOKE GREEN** and **SHRIMP PINK**.

REAL IRISH CRASH, PAMPAS LINEN, IMPORTED and **DOMESTIC PIQUES**.

OXFORD GREY, PLAID BACKS for **RAINY DAYS**.

FANCY PLAIDS for **GOLF, CYCLING, etc.**

FANCY FLANNELS for **TENNIS, BOATING, etc**

WALKING SKIRTS in **SERGES, OXFORD HOMESPUNS, HALIFAX TWEEDS, SICILIAN REPP, ALPACA, etc., etc.**

LATEST DESIGNS—MOST PERFECT FIT.

Robert C. Wilkins,
MONTREAL,

Manufacturer Shirts, Overalls and Clothing Specialties.



LINED

Gloves and Mitts

FOR LADIES, MEN AND CHILDREN.

We are showing the most complete set of Samples you have ever seen in Domestic as well as in Imported Goods, and the prices are right.

Our traveller will call on you very shortly, so do not place your orders before seeing him—it will pay you.

PERRIN FRÈRES & CIE

5 Victoria Square, MONTREAL.

OUR NEW YORK DRY GOODS LETTER

Cautious and Frequent Buying Characteristic of the Retailers—Mercerized Cottons in Demand—Silks Looking Up—The Garment Trade—Millinery and Men's Goods.

From THE DRY GOODS REVIEW's special correspondent.

New York, January 25, 1901.



GENERAL survey of the dry goods field brings out prominently the fact that in almost every line of merchandise handled by the dry goods merchant the season's wants are being supplied closer and closer to the actual time when the goods are needed. The purchases are being distributed over a longer time, and threats

of advancing prices have lost their weight, even where the probabilities are largely in their favor. It is necessary to bear this in mind in considering the present conditions in the dry goods market when comparisons are being made with the past. The bulk of the season's purchases is no longer made at the beginning, and the filling in afterward, but it is a constant flow of smaller purchases which invite variety and closer touch with the sources of production.

CONSERVATIVE BUYING.

Those jobbers from the West and Southwest who have visited New York have placed orders on a large scale, but, as their orders are mostly on staple articles that admit of no great change that will seriously affect prices, their selections cannot be taken as a criterion of what the general demand of the retail trade will be. However, their purchases indicate their confidence in a marked way, especially when compared with the limited activity of retailers in the same field. It is quite evident that conservatism will be the watchword of the Spring season, as it was largely of the Fall season, as general purchases have been on a moderate scale, leaning more in the direction of greater variety and lesser quantities.

ORDERS LEFT FOR DIRECT VISITS.

The great influx of buyers to New York has hardly started, and, while salesmen on the road have transacted a fair business, the bulk of the purchasing in many lines is being left for the visit to the market. Nevertheless, the general tone of Spring business has been decidedly favorable, and, on such articles as come in for the earliest consideration, there is no complaint coming as to their reception by the trade throughout the country. But the orders cover so wide a range and partake so much of the nature of sampling that the general lines of the season's demand are still not sufficiently settled to draw general conclusions that will have much weight.

COTTON PRICES.

The situation in the cotton market is still somewhat unsettled. Higher prices for raw materials have forced the mills into a peculiar position, while the withdrawal of the demand on some of the cheaper lines, owing to disturbances in the export market, has caused apprehension in other quarters. The print cloth market, which is quite generally accepted as an index of the rest of the market, has, for some time, been in a rather precarious state, but the timely pur-

chase of 150,000 pieces by the American Printing Co. in Fall River at 3½c. per yard has steadied that market and relieved it for the time at least. All indications point to a more extended use of cottons, but there is a determined effort to resist higher prices for the finished product. The increasing use of mercerized effects shows no sign of abatement, and will very likely further increase the demand for the raw materials.

IMPROVEMENT IN SILKS.

The silk situation is gradually improving as it becomes apparent that silk will have a prominent place in the range of Spring fabrics. Low prices in taffeta have invited its use in many ways which were out of the question in a higher scale of prices.

Dress skirts in taffeta are extremely popular and are offered at prices that are simply remarkable when compared with what they formerly sold at. They are being sold as low as \$3.50 each, which is less than what was formerly figured as the difference between a percaline and a taffeta lining in an ordinary skirt.

Again, transparent fabrics in lace, wool and silk have the call and all of them have to be used with a foundation which, in most instances, will be taffeta.

The fancy silks have been well patronized for dress waists, and grenadines in stripes, plaids and figures are also well represented. Retailers look for a revival of costumes, more or less of the clinging variety, and a departure from the strictly tailor-made effects for the better classes.

Many materials have been ordered in two weights, a lighter to be used with an interlining, and a heavier to be used unlined. Challies have received more than a passing amount of attention for suits and waists. Both woollen and cotton challies have sold well in rich oriental colorings, both plain and with satin or lace stripes. For costumes, veilings, plain and embroidered, and embellished with lace effects, are also favored in the present purchases.

Printed panne velvets are likewise in demand, in Persian effects and polka dots and gold figures, mostly for trimmings. The foulards are being imitated in cotton, in the same range of printings, and are offered as low as 25c. per yard at retail. Mohairs are also fairly well represented in the early purchases and are confined to black and the pastel shades.

Albatross cloth is receiving a greater degree of attention than was anticipated, and promises to be in the front rank for some time to come. The plain cloth is the most popular, but embroidered dots and striped effects are not far behind. Flannels in the lighter weights are also prominent, but are wanted more for immediate than later demand. Solid colorings are the most favored with embroidered effects or silk stripes. In the popular end of the line, serges are having the call, and, in the medium and finer, broadcloths are holding their own.

THE TRADE IN TRIMMINGS.

Trimmings are well represented in the early purchases. Black velvet ribbons, mostly narrow, are still in front. Diamond braids, and Renaissance braid for use with applique are

Good Buying Means Good Selling.

The selling of your stock begins before you buy it.

If you don't buy the right stuff at a cost which enables you to sell right, you can't expect to do a profitable business.

Hudson Bay Knitting Co's Warm Mitts and Clothing and Men's Fine Gloves are good goods at right prices.

Special attention is directed to our Squirrel and Wool Fleece-Lined Reindeer Gloves and Mitts, also Buckskins, Imported Kids and Plymouth Bucks—all those in fine goods.

Heavy Mitts and Gloves of Horse Hide, Cow Hide, Dog Skin—all wax thread sewed and welted.

Our clothing specialties embrace everything for every kind of cold or wet weather wear—for every kind of out-door protection. The samples will convince you we say true when we say the line is the biggest of its kind in Canada.

Our travellers are out now—they will be with you shortly—you can't help being pleased with these lines—we mean the variety, style and values.

They have selling points useful in your business.

Here is a list of our travellers:

British Columbia and Northwest Territories,	S. D. R. FERNIE
Manitoba,	T. J. FERNIE
Manitoba,	D. CAMERON
Western Ontario and Maritime Provinces,	H. DENISON
Eastern Ontario,	GEO. E. BEATTY
Quebec,	C. G. DeTONNANCOUR
Quebec,	A. MANSEAU

THE HUDSON BAY KNITTING CO.

30 St. George Street
MONTREAL.

OUR NEW YORK LETTER—Continued.

extremely popular. The gold craze has not yet run its course, and all kinds of gold braids and ornaments and metal novelties of all descriptions are included. Small brass buttons are also being sold in enormous quantities. Gold buckles are also much in evidence in large patterns, and designs more or less Egyptian in character.

READY-MADE GARMENTS.

In the ready made garment field, the market has not been particularly active, nor have the purchases been on an extended scale. Cloak buyers have been more interested in disposing of Winter stocks than making Spring selections, and will defer their purchases to as late a date as possible. A fair quantity of suits in the range of prices that correspond to the popular trade—\$3.75 to \$10 (wholesale)—has been ordered, and a sprinkling of finer goods.

The Eton jacket, with the bell sleeve and the extended collar, is the most popular.

Shirt-waist suits are also going well in lawns, dimities and grass linens. Golf capes are not conspicuous, and are on the decline rather than otherwise.

In separate skirts there is unusual activity in taffetas in the seven-gore flare models. Laces, appliques and ruchings are variously used, as well as side and accordeon plaiting on deep flounces. Next to taffetas, broadcloths and Venetians are the most popular. Tuckings, cordings and various frillings are freely used for ornamentation, and are conspicuous in the most popular garments.

In waists, the main activity is centreing on silks and albatross for immediate deliveries, and Summer purchases are being held off. Elaboration is everywhere apparent on the most generally accepted models and will be the keynote of the early Spring business.

An extensive use of laces is also favored. The Bishop sieve appears on everything, and has also found its way into negligee garments. The soft collar holds firmly in popular favor, despite a general prejudice against it. Mercerized sateens in a softer finish than has been offered heretofore are quite popular in the cheaper end of the line. Sailor effects with fronts of white pique, and trimmed sailor collars are also prominent in the early orders.

SALES OF LIGHT UNDERWEAR.

In the muslin underwear field, January sales have not been particularly successful, and general reports show that they were more or less disappointing.

The straight-front corset is largely responsible for an increased demand for French corset covers.

Petticoat shapes are narrowed to correspond with the sheath like models of dress skirts, and there is a tendency to favor the heavily-trimmed designs.

NECKWEAR FOR WOMEN.

In women's neckwear, the automobile tie still holds the foremost place, and is very well represented in the early orders. Stocks in satin and taffeta are also prominent. A new model that has found much favor has a wing on either side and tabs trimmed with tinsel. Tinsel and gold braid are liberally used, as well as spikes of every degree. Jabot effects with novelty plaitings and hemstitched with tinsel are also popular.

THE OUTLOOK IN MILLINERY.

The millinery season is opening somewhat late, but all indications point to a flower season, with the decided prefer-

ence for roses and foliage mixed with gold tinsel. The favored colors so far are black, white and turquoise, and, of course, red.

MEN'S NECKWEAR.

In men's neckwear, in the popular end, butterfly and bathing models are still in the foreground. Plain colors prevail in peau de soie and baratheas—black, white, cardinal, garnet, royal, navy and a dark green. Pointed, reversible four-in-hands, in the same range of colors, and 1½ to 1¾ inches wide, are also strong. For the later part of the season Windsors are considered with the leaders.

MEN'S SHIRT WAISTS.

The furore over men's shirt waists has settled down to a limited demand, which has been nothing, if not conservative, and it is thought that unless a very early Summer should set in these garments will not be extensively sold. However, manufacturers have on hand a fair assortment of absolute orders, with non-cancellation clause, and these will go out to force attention anyway.

In the regular lines, plain pencil lines, and broken stripes, in neat vertical effects, are most popular. W. B.

MACINTOSH FASHION PLATES.

The Beaver Rubber Clothing Company, Limited, are sending out to their customers some very artistic showcards which will be a decoration to any window. They are highly colored and show the latest styles of waterproofs. The manager has just returned from Europe and the styles in this fashion plate are thoroughly up-to-date. In addition, this firm have folders describing every style of garment they make. The Beaver Rubber Clothing Company will be pleased to send these to either a present or prospective customer upon application.

The outlook for the Beaver Brand macintosh is very bright and the Beaver Rubber Clothing Company, Limited, would strongly urge their customers to send in their Spring orders as soon as they see the samples. Although the capacity of the manufactory has been quadrupled by the removal, they say that inquiries are so numerous that they may have to disappoint some late-comers.

PERSONAL MENTION.

Mr. A. H. Hardy, manager of 'E' department in S. Green-shields, Son & Co.'s warehouse, is at present in Europe securing novelties for the sorting trade and making his Fall purchases. The travellers will show samples of all novelties and specialties that he has secured, when they go on their sorting trips.

Undoubtedly one of the most necessary parts of any store is the showcase, counter, or whatever is used to display the goods. A great deal depends upon the effect produced by the display, so it is to the dealer's interest to employ every means to make his goods show themselves to advantage. One of the best ways to do this is to use the glass showcase, called the "Silent Salesman." This can be lighted by concealed lamps, so that even in the darkest of stores the goods in it can be properly seen, besides which, it is in itself a handsome piece of furniture and adds beauty to the store. John Phillips & Co., Detroit, Mich., the makers, have a colored circular relating to this showcase which merchants may profit by if they send for it.

BALDWIN & WALKER

Limited

Halifax, England,

are the makers of the celebrated

"LADYSHIP"

Knitting and Fancy WOOLS.

Their Agents in Canada are

John Gordon & Son,

17-19 De Bresoles Street,

MONTREAL

who now hold a representative stock
ready for the Spring trade.

Spring 1901

Lines in Which we Lead

Ladies' and Children's Hosiery and Underwear, Embroideries and Laces.

Men's Collars, Ties, Braces, Balbriggan
Shirts and Drawers, and Top Shirts, all
kinds

SMALLWARES A SPECIALTY.

THE

St. Thomas Import Co.

ST. THOMAS, ONT.

PERFECT

in every detail
are the

WRAPPERS

manufactured
by

THE

Maritime Wrapper Co.

Limited

Ontario Agent:

J. H. PARKHILL,

207 McKinnon Bldg., Toronto

WOODSTOCK, N.B.

4 STYLES No. 9



THE AUER GASOLINE LAMP

No. 9,
200 Candle Power

Suitable for

STORE, RESIDENCE OR CHURCH.

The only Lamp on the Canadian market
which is guaranteed not to clog,
flicker or smell.

YOUR MONEY BACK IF NOT ENTIRELY SATISFIED.

For Catalogues and Prices on Lamps, Mantles and Sunburn
write

AUER LIGHT CO.

1682 Notre Dame St., MONTREAL.

E. SIMPSON & CO., Moose Jaw, Agents for the Territories.

DISASTROUS FIRE IN A MILLINERY HOUSE.

ON Saturday morning, January 19, the corner of McGill and St. James streets, Montreal, presented a desolate scene of ruin. The great wholesale millinery and fancy goods establishment of Thomas May & Co. stood a fire-wreck, the walls enveloped with tons of ice, a fierce fire still blazing in



Thomas May & Co.'s Fire, McGill Street.

the lower part of the building and a huge cloud of light-colored smoke drifting off eastward.

This was the morning spectacle of a fire which started shortly after 10 o'clock Friday evening, burned steadily all the cold night, destroyed hundreds of thousands of dollars worth of property, threatened for a while the business portion of the city and caused the firemen more trouble and annoyance than they have had for many a day. The loss on Thomas May & Co.'s establishment alone amounts to \$350,000. To this must be added the loss on the surrounding buildings and stocks to get a true estimate of the damage caused.

The firemen came on the scene shortly after 10 o'clock, but it was a long time before they got all their machines in operation, the network of wires overhead at the corner baffling them in their efforts to raise the towers. This allowed the fire to get a headway, and, although the flames had apparently begun their operations on the top storey, they worked their way downward in spite of the noblest efforts of the firemen. The Victoria Chambers were also threatened and Belding, Paul & Co.'s offices and warehouse seemed doomed, till the water tower came into play about 10.45, and although the adjacent building was well drenched it was saved from the flames. Working strenuously, opposed by a temperature of 20° below zero, the firemen managed to get control of the blaze, which, after a two days' watering, was finally extinguished.

To the people of Montreal, the scene of the fire on the Saturday morning following was as grand as only a fire ruined building drenched with water in the depth of Winter can be. The building was coated with a thick covering of ice that had twisted itself into fantastic shapes, the immense fire ladders

were coated with ice, and the men not engaged in fighting the fire were fighting the weather by thawing out taps and hose. The wholesale section of the city does not often present such picturesque views.

The loss to Thomas May & Co. will amount to \$300,000, and the insurance carried totals to \$285,000. Some of the Spring goods were already in, but the firm expect to do their regular Spring trade. The building was valued at \$50,000, fully covered by insurance. The Colonial Bleaching Company, Belding, Paul & Co., and Irving Umbrella Company, who had their offices in the Victoria Chambers, also stand to lose something from the effects of the water poured into the building. Their losses are all covered by insurance.

SILK WAISTS IN CANADA

Mr. J. Carrs, the successful designer for the American Silk Waist Manufacturing Company, Montreal, has kindly given us his opinion on the present condition of the Canadian market for silk waists. Compared with two years ago the demand for silk waists seems to be very satisfactory:

Editor DRY GOODS REVIEW,—When I first came to Canada, some two years ago, I found that the Canadian market was entirely devoid of high-class silk waists. It seemed to the dominant opinion of the manufacturers that there was no demand for a high-class article. They thought the price was too high. After a study of the matter I thought otherwise. The existing mode of conducting business seemed to be satisfactory neither to the manufacturer and retailer, who were ever answering complaints, nor to the consumer who was ever finding cause to make them. The goods were poor, the style antiquated and shapeless and the fit poor. I immediately organized a company to enter the market with a higher class, although more expensive article. However, the path I was leading was not well trodden, and while I was teaching the public how to appreciate good work and material I was forced to reorganize the company. This explains the change in our management. But I am glad to say that my convictions have turned out to be true and that the demand now is for a high-class waist. One leading buyer has told us in regard to our own products: "Your prices are high, but your goods give satisfaction and yield us a fair profit; there-



Thomas May & Co.'s Fire, St. James Street.

fore we buy and sell them." This shows the turning point on the market this year. The dealers are willing to pay 50 per cent. more for their goods this year than last, and I feel sure that the people throughout the Dominion are all learning to appreciate good ready-to-wear waists.

Yours, very sincerely,

J. CARRS.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

HATS, Caps, Straw Hats direct from English factory to Canadian store. Ten thousand dozens always in stock—Felts, \$4 to \$60; Caps, \$1 to \$6; Straws, \$1.50 to \$12. Sample assorted set, free by parcel post, on receipt of \$5, \$15, or \$25. Write for illustrated price list. **WARD BROTHERS, Limited**, Wellington Hat Factory, Stockport, England. (2)

SITUATION WANTED.

POSITION as manager of collar and cuff factory by a man of many years' experience in Troy, N.Y., or would consider proposals to establish such a concern in one of the cities or large towns in the Dominion of Canada, where a number of female hands could be secured at a reasonable rate of wages. Address, Box 43, **THE DRY GOODS REVIEW**, Toronto. (2)

AGENTS WANTED.

A LARGE English manufacturer of Woollens and Dress Goods is open to receive applications from good men for his agency for the Dominion. The arrangement will be on a commission basis. None but live and thoroughly reliable men who can give satisfactory references need apply. Address W. W. S., care **THE DRY GOODS REVIEW**, Toronto. (tf)

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (tf)

A LARGE manufacturer of Skirt Bindings, Braids, Sewing Silks, Embroidery Silks, Specialties in Silk, Silkette, and all popular materials, etc., in England, is desirous of securing a good, live man to act as Canadian Agent. A man carrying other samples and dealing directly with the retail trade and clothing manufacturers preferred. He must be able to furnish unexceptionable references as to character, ability and general fitness to look after a large trade. Address, Box 34, care of The Advertising Department, **THE DRY GOODS REVIEW**, Toronto. (tf)

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	Assets, over -	2,320,000.00
	Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

YOU WILL BE SATISFIED

With your **GLOVE SALES** if
you keep an assortment of

PEWNY'S KID GLOVES

ALWAYS IN STOCK.

WHY? Because they are popular with
your lady customers.

The **Fit and Quality** of these gloves
is well known and appreciated.

EVERY PAIR IS GUARANTEED.

S. Greenshields, Son & Co.

MONTREAL, and VANCOUVER, B.C.

Sole Selling Agents for Canada.



Men's Furnishings.

THE January trade in men's furnishings was only fair, owing to the rush of the Christmas season. Compared with other years, however, dealers say that the men's furnishing business is a growing one, and that each year sees a greater variety and generally a larger quantity of goods sold. At most points in the country the cold weather has made a greater trade possible in Win-

ter goods than in Toronto and cities in that part of Ontario, so that certain articles, such as heavy underwear, gloves, etc., that had good sales in some places, were not so much bought in others.

better than ever, as it can be worn with the large scarves better than anything else. It is shown and is selling equally well in round and square corners. But the increase in this collar's sales is only temporary, and the high turn-down is expected to again reach its former place. The latest fad in the high turn-down, that with two vertical buttonholes in front, through which the tie is drawn to keep it in place, is not expected to "take" in this country, and it is doubtful if its sale will amount to anything in the United States, where it is manufactured. A representative of a large Troy, N.Y., establishment, in the city a few days ago, said that they were not making it at all. The new shield bow renders the buttonholes unnecessary anyway.

A great many Oxford MADE UP MUFFLERS are being sold, and, with more Wintry weather, would be in still greater demand. The patterns in these are generally stripes, running across the tie, of different widths. Plain colors, however, are given the preference; blacks, especially, are in great favor.

The leading TIE for Spring will doubtless be the narrow derby; it is almost as narrow as a string tie. The dark red colors are at present looked upon as likely to have the greatest sale, though a number of stores are showing this tie in plain blacks in large numbers. String ties are having a great run, and the batwing is also being pushed again. Both these ties sell better in the old blue and white polka dot pattern, either small or large, than in anything else. With the straight stand-up collar now being worn so much, puff ties have also experienced an increased demand. The patterns are mostly figured; a black and white figured design is particularly popular just now. Figured ties in green and red and green and white are also good sellers.

HOSIERY continues to run on black cashmere and embroidered goods, to the exclusion of almost all other kinds. The manufacturers have been trying hard to force the sale of fancy goods, but it has not been a success, and, though a certain class will wear them, the average Canadian customer will have none of them. In the colder parts of Canada, ribbed woollen socks, in both black and heather, are in good demand.

Silk-lined GLOVES are being bought considerably instead of the heavier fur lined variety. A large quantity of the latter were bought at Christmas, but, in Toronto and vicinity, where the weather has been so mild, those who invested in them have come back for lighter gloves, and the silk-lined goods in mocha and suede are usually chosen.

COLORS SHIRTS, which are selling remarkably well through the Winter, as we predicted some time ago, are showing in one or two new designs, though colors have not changed, the black and blue being still the leaders. A few men's furnishers, however, are laying in a few lines in black and pink stripes of different vertical designs. These are always bought in limited quantities, but the great majority of customers take the "quieter" blue or black. The new shirts have a dark blue background, with white stripes, usually narrow, though in some alternating wide and narrow stripes are the pattern. All stripes are vertical. A few shirts in very small checks are shown, but their sale is limited. New designs in wide pink stripes are being shown by a few dealers as the latest styles. These have been fairly well accepted in the United States trade, but it is not thought that they will be looked upon with very great favor in Canada.

Failing to popularize any other COLLAR but the high turn-down, manufacturers have directed their energies toward making slight alterations in the shape of this. Round and square corners are both shown, but the latter have the preference with consumers. This collar, however, sells better in Summer than at present, and just now is not in as great demand as before Christmas. The straight stand-up collar is selling

Men's furnishers who deal in LEATHER GOODS are finding a ready sale for the new dress suit cases. These, being so handy, have taken but a very short time to spring into popular use. The flat collar and cuff case is another of the best



DEVONIAN SERGES

DEVONIAN SERGES
· PURE INDIGO ·
AN IMPERISHABLE COLOR
WE GIVE
A TWO YEARS GUARANTEE

HAMLYN BROS. LTD.
MANUFACTURERS
BUCKFASTLEIGH, ENGLAND

NISBET & AULD
SOLE AGENTS FOR CANADA. TORONTO.

SPRING



FOR THE SPRING TAILORING SEASON

We have prepared an unmatchable collection of exclusive designs, which we offer to the trade at exceptional values.

Our stock is brimming over with new ideas and effects in Men's and Women's Fine Fabrics of pure wool, fine linen and fine mercerized cotton stuffs. Exclusiveness is a characteristic of our business, and in no previous season have we so nearly attained our ideals in choice cloths at reasonable prices. In our stock only can be seen the ever-popular OXFORD Tweeds and Homespuns, and "Devonia" Serges and Worsteds—two makes that are representative of all that is perfect in woollen fabrics. New effects in Scotch Tweeds and Worsteds, and some of the richest weaves in our "Blair Athole" Suitings are shown this season. Two special lines of Alsatian Foulards and Satins are an attractive addition to our large assortment of Black Broches, Colored Satteens, Electro Satins, etc. They are very correct in style, finish and effect. It is essentially a high-grade collection that cannot fail to interest every buyer.

NISBET & AULD
TORONTO



1901

Wreyford & Co.

Wholesale Men's Furnishers

ROMAIN BUILDING, TORONTO.

DOMINION AGENTS FOR

Young & Rochester

LONDON and LONDONDERRY

*Manufacturers of Shirts, Collars,
Neckwear, Flannel Outing Suits.***Tress & Co., London, Eng.**

HIGH-CLASS

HATS and CAPS

Latest styles from West End London and New York.

Selling Agents for Canada for

LILLEY'S CELEBRATED SUIT CASES.

WRITE FOR ILLUSTRATED CATALOGUE and DISCOUNTS.

**Parasols and
Sunshades**

FOR _____

SpringSamples were ready for examination first
week of the new year.**The Irving Umbrella
Company, Limited.**

20 Front St. West, TORONTO.

CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, Toronto.

 Men's Shirt WaistsFull range now in the hands of our travellers. Do not be afraid to
order as they will be worn without a doubt this coming summer.**Belts**--Our range comprises all to be desired in Men's and Boys' in
leather or elastic goods.**Braces**--Special lines are the "Samson," "Blizzard" and
"Holdfast."

Letter orders promptly attended to.

MEN'S FURNISHINGS—Continued.

selling lines in leather goods. It is very often bought with the dress suit case, and can be packed away in a very small place.

HEAVY UNDERWEAR, in both fleece lined and natural wool, has been going very well, whether cold or warm weather prevailed. A certain amount of medium-weight goods are sold in places, but only the largest dealers carry them to any extent.

The ready-made full dress suit and satin-lined Tuxedo coat are going well. Ready-made garments of this kind seem to be very popular. The Raglan coat, with velvet collar and turned-up cuffs, has the preference for overcoats. It is bought considerably in very dark Oxford grey.

A new thing in WATERPROOF GARMENTS is the English yoke-coat. This is somewhat different in the cut to the regular rainproof coat, having a seam in the shoulder which starts at the collar and runs down the sleeve. It is neither a regular yoke nor Raglan style. A fancy tape ornamental seam runs across the back from under the arms. The cuffs of the sleeves are turned back three inches, while the collar is made of velvet, and the pockets, as in all other waterproof coats, are cut perpendicular.

That the great popularity of the high turn-down collar has hurt the sale of large scarves has been evident to all. To encourage the sale of straight standing collars is the first step toward increasing the demand for large scarves and ties. A few New York dealers adopted the plan of having their clerks wear nothing but the standing collar, giving them a present of any scarf in the store to do so, in the hope of influencing their customers to wear them also. This was, to a certain degree, successful, and might be tried in other places with good effect, as the dealer in men's furnishings is generally supposed to be correctly dressed, at least as far as neckwear goes.

Some buyers are afraid to handle "bias" neckwear, claiming that, from their experience, it is not as serviceable as when cut "on the straight." They claim that a few pulls at the end of the tie, particularly on the flowing end shape, takes all the style out of it and makes it stringy. Consequently, to give value to their customers, they have decided to traffic in it no longer. This is unfortunate, if it be true, for the bias cut ties up more neatly and gives the striped and checked silks a richer appearance. The only doubtful qualification is its strength, and, although some ties have left something to be desired on this score, there are manufacturers who have devised ways and means of making the ties cut on the bias as strong, in all shapes but the flowing end, as the straight cut. The lining has been securely fastened and gives sufficient support in the full-lined neckwear. In the flowing end, owing to the fact that there is no support for the ends, the bias ties are not so strong. However, they can be preserved in their shape with a little care on the part of the wearer. They are much abused at times by being tied too near the large end. Tied properly and carefully they are serviceable for the ordinary life of a tie, and they are prettier.

Montreal Discount Sales. The Montreal haberdasher's busy day is in January. For some years all the leading

furnishing establishments of the city have given special discount sales during the first month of the year and the Montreal consumer has been taught to expect this

annual bargain month. It is a sort of annual festival, with the haberdashers playing hosts. All the leading furnisners, including R. J. Tooke, J. J. Hannon, and John Allan, advertise their reduced prices quite extensively and, as a result, all through the month a good steady trade with sales averaging a good size is kept up.

There is the natural suspicion entertained by the patrons that the reductions made are not genuine. So far as we can determine, the goods are not marked up by any of these establishments before the discounts are taken, and certainly the discounts are given on every article in the store. As convincing proof of the genuineness of the discount sales, the windows are dressed with reliable brands of shirts and collars whose prices are well known to the public. The discount prices are made quite prominent. The prices of everything in the stores are guaranteed to be set according to the same plan. The discount is generally 20 per cent., although there are firms who tempt with reductions as high as 75 per cent.

Although we would not go so far as to say the greater the discount the larger the profit, we cannot but judge from the opinions expressed by the haberdashers themselves that the inauguration special sale has been a good move on their part. The first and foremost benefit derived is the clearing out of old goods. Most gentlemen at this time of year will not buy ties, feeling that they might better wait for the Easter fashions. They will not, however, resist the temptation to buy a 75-cent tie for 60 cents. Using such a scheme the haberdasher clears out his old stock. On some sales the profits are not large, but, if the individual profits are small, the total is made up by the increased number of sales. The ordinary run of sales is large, people being induced by the discounts to lay in heavy supplies. Talking to the manager of one of these firms, he told THE REVIEW that he had a customer who came in every January and bought from \$75 to \$100 worth of supplies. He buys Summer underwear and Winter underwear, shirts, collars and cuffs, enough to keep him going for a year. He considers he is making an investment that nets him 20 per cent. annually.

"Would you advise country merchants to follow your example and hold these discount sales?" we asked a member of the trade.

"Certainly," he replied. "Most country stores give credit. These are cash sales. An encouragement of cash purchasing is an important consideration. The sale gives them an active, business-like appearance, and brings them before the attention of the public. A store must always be doing something to attract attention, from the giving away of rulers to the holding of bargain sales, and this is an admirable way to create excitement. The clearing of a merchant's stock is invaluable."

Notes of Current Trade.

The Dominion Suspender Co., Niagara Falls, are giving away to their customers a glass and silver display case for their counters filled with "Niagara" garters and armlets.

While in England last, Tooke Bros., Limited's men's furnishing buyer secured several hundred dozen men's fancy half-hose at prices which entailed a considerable loss to the manufacturers. The travellers are now submitting a fine and attractive range to the trade at \$4.50, \$6.50 and \$9 per dozen.

The run on black neckwear has commenced, and manufacturers are expecting it to continue for three months or more. Caulfeild, Henderson & Burns are having their hands full to to meet the demand, and are making nothing but black, and purple and black ties. The latter are expected to sell later

THE JACKSON SUSPENDER CO.

.... Manufacturers of the

**PATENT
SWIVEL BACK**

SUSPENDER

Prices \$2.00 per dozen and up.

Send 50c. for sample pair.

THE JACKSON SUSPENDER CO.

15 Leader Lane,

TORONTO, CAN.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.

♦♦♦♦♦

WOOLLENS

— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

SAMPLES Now on the road.



Our spring range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

The Berlin Button and Suspender Co.
BERLIN, CANADA.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.

TORONTO.

ONT.

THE CANADIAN DRESS CHART.

FEBRUARY, 1901.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at wed- dings.	Fancy shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Fancy, of fashion- able shades.
Gloves.	White or grey suede at wed- dings, tan on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

Dominion Suspender Co

Niagara Falls

Makers of Trade **D** Mark Suspenders

Guaranteed

Niagara Neckwear Co Limited

Niagara Falls

Makers of American Styles

Of Neckwear

BEAVER LINE ROYAL MAIL STEAMERS.

Regular Weekly Service between St. John, N.B., and Liverpool.

Calling at Halifax, N. S., and Queenstown, both ways, to land and embark Passengers and Mails.

The only direct line from a Canadian port to Queenstown.

From Liverpool.	STEAMERS.	From St. John.	From Halifax.
Friday, Feb. 5	LAKE SUPERIOR	Friday, Feb. 22	Saturday, Feb. 23
" " 12	LAKE ONTARIO	" Mar. 1	" Mar. 2
" " 19	MONTFORT	" " 8	" " 9
" " 26	LAKE CHAMPLAIN	" " 15	" " 16
" Mar. 5	LAKE MEGANTIC	" " 22	" " 23

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

*The R.M.S. Montfort carries First Cabin passengers only.

FIRST CABIN—Single, \$47.50 and upwards. Round Trip, \$90 and upwards.

SECOND CABIN—Single, \$33 to \$37.50. Round Trip \$65.08 to \$73.63.

According to steamer, location and number of persons in room.

STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

ELDER, DEMPSTER & CO.,

6 St. Sacrament St., MONTREAL.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St. Toronto.

Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, SONS & Co., Philadelphia, Pa.,
Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 509 McKinnon Bldg., 19 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by

THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

MEN'S FURNISHINGS—Continued.

much better than the plain black. They are made up in all styles, bows, puffs, four-in-hands, etc., and make a neat tie. The purple is used as a trimming, the body of the tie invariably being black. A new umbrella is shown with an attachment to prevent the fingers from being hurt when opening and closing. This is a small cylinder, closed at the ends, which slips over the spring, so that, instead of pressing it down when opening or closing the umbrella, it is only necessary to push on the cylinder. The appliance is a useful one, and will be appreciated by the trade. The flannels for the coming Summer season now being shown have a very fine stripe running vertically through them. Blue and black goods are shown with a white stripe, and white goods with a dark stripe, generally blue or black.

The "President" suspender, of which the Dominion Suspender Co., Niagara Falls, are the sole makers of and controllers of the patent, has been improved by the addition of unbreakable cord and is now considered perfect.

The Dominion Suspender Co., Niagara Falls, have the best line of suspenders this season to retail at 50c. ever produced by them, in webbings woven to their own exclusive designs mounted with solid brass buckles, pig and calfskin ends. They are the Trade Mark D variety of high-class finish. Every pair guaranteed.

The Gault Brothers Company, Limited, are bringing out a new collar of Austrian make, that is adapted especially to the new batwing tie; it can be worn either with the shield batwing bow, or with the regulation batwing tie. The beauty of the collar is that one can tie the bow much more easily and neatly than with the old style of collar. Another good point is that the collar is adjusted by this tie and kept in the same place, giving a chic appearance to the necktie.

Seen in Dealers' Windows. Black, silk-finished mufflers, 25c. each.
Scotch wool undershirts, 50c. each.
Fine Scotch wool undershirts and drawers, 25c. per garment.

Young & Rochester's four-ply English collars, 3 for 25c.
Mock buck, fleece-lined gloves, 75c. per pair.
Wool fleece-lined shirts, 75c. each.
Calf, wool-lined gloves, 50c per pair.
White kid gloves, 50c. per pair.

NECKWEAR DEPARTMENT.

This is not the season for new neckwear, and Easter is generally considered the first season of the year that sees new shapes and new silks. Calculations are somewhat set aside this year by the introduction of the button-hole collar, which is creating a demand for some fresh shapes. This new collar may have been the result of the vaporizing of some man's mind, and may come and go within a few weeks, but it certainly is having an influence in Montreal while it lasts. The immediate production was the shield bow, but such a simple and cheap article did not satisfy the public or manufacturers' cravings for variation and assortment. Now we have the miniature batwing, which is merely put through the holes of the button-hole collar and tied like the ordinary batwing. It gives the wearer a strong tie at a low price, for the silk put

in the ordinary string batwing to go around the neck is saved. The retail price is 25c. Further devices and creations are in the air. On dit that we are to have devices whereby a man can wear the button-hole collar and with it a flowing end tie that he ties himself. How many of these things will be placed on the market depends upon the life of the button-hole collar.

The public, desirous of something new as it ever is, is discarding the flowing-end tie with great reluctance. Retailers still place it among their leading sellers. The batwing ties, both shield and string, are, however, selling strongly and will grow in favor. There is one objection to the flowing-end tie. It cannot be worn to advantage with the high-band collar which is now cut straight down the front, leaving no room even for the smallest knot. It is this fact perhaps more than any other that has created a demand for the derby, straight and graduated. Its width varies from 1 inch to 1½ inches, 1⅝ and 1¾ being the most popular sizes. They are made with a thin lining and can be accommodated in the high-band collar without giving a bulged effect. The Summer length is 44 to 50 inches.

The most popular grounds are still surah and baratheia, but foulards are moving freely. It is prophesied that the trade for the Summer will be on foulards, including navies with white designs and spots, and cream grounds with navy designs and spots.

There has been quite a demand for black ties since Her Majesty's death. Most retailers dress mourning windows showing black ties and black gloves, rendering the appearance doubly sombre by numbers of white shirts, collars and cuffs. The demand ran particularly on the derby shape, often wide enough to be called four in-hand. Several of the manufacturing firms made up narrow derbies in black and white silk and these seemed to find a good market.

The Niagara Neckwear Co. are showing a magnificent line of silks in the new cloth for ties, "Grenadine," in all plain shades, stripes, and Bagdad effects. They have been so successful that the first shipment has all been sold ahead. Such goods as these are picked up quickly by up-to-date merchants who want to be ahead in the race for business.

Tooke Bros., Limited's latest assortment of neckwear contains a new shape of batwing string tie. Its feature is a graduate end, doing away with the mechanical look of the butterfly string bow. It makes up into one of the prettiest styles worn to-day. The "Miniature" batwing to be worn with the buttonhole collar is taking well; it keeps the collar in place, and, on account of the saving in material, can be retailed at 25c.

Gault Brothers Company will be showing about 100 different designs in their best foulard cloth for Summer neckwear. These will comprise navy grounds bearing white designs and spots, and cream grounds bearing navy designs and spots. These are light and tasty, and the favor shown for them last year is sufficient assurance that they will be the most popular ties this year in both bows and strings.

The Niagara Neckwear Co.'s travellers have received a new silk for ties, "The Royal Mourners' Design." This cloth is

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P. GARNEAU, FILS & CIE.

QUEBEC.

OUR RANGE OF STAPLE AND FANCY DRY GOODS FOR SPRING 1901 IS UNEXCELLED IN POINT OF VALUE AND ATTRACTIVENESS. OUR PRICES ARE THE BEST THAT CAN BE HAD. WRITE FOR THEM. * * * *

COTTONS, WOOLLENS, LINENS, SILKS, FURNISHINGS, CARPETS, LINOLEUMS, ETC., are arriving every day now, and are being taken hold of by buyers in quick style. Your stock is not complete without these goods. Let us have your order and you will never regret it. We have always pleased our other customers---we can please you.

SIXTY YEARS' EXPERIENCE—SIXTY YEARS' SUCCESS—SIXTY YEARS' PROGRESS IN THE WHOLESALE DRY GOODS BUSINESS. WE CARRY IN STOCK ONLY RELIABLE AND GOOD SELLING LINES. * * *

Samples shown at TEMPLE BUILDING, MONTREAL.

P. GARNEAU, FILS & CIE., QUEBEC, QUE.

LETTER ORDERS WILL RECEIVE PROMPT AND CAREFUL ATTENTION.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

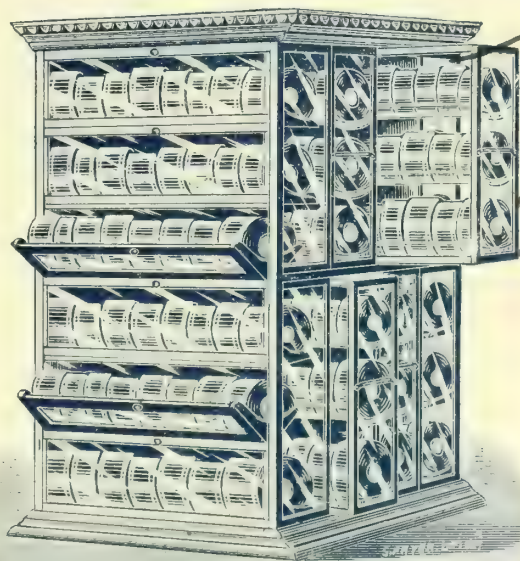
We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and Infants'; men's natural and lambs' Wool.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

DISPLAY FIXTURES.



For the next 30 days we will make a specialty of
Ribbon, Kid Glove and Umbrella Cabinets
and Millinery Fixtures.

Send orders early to ensure prompt shipment.

CLATWORTHY & CO., 46 Richmond St West,
TORONTO, ONT.

*to
Clatworthy
to 18/2/01
see with
page 7*

MEN'S FURNISHINGS—Continued.

a black twill with very small red, white and blue British coat-of-arms and the crown artistically woven. This cloth is very rich and makes up handsomely.

The Collar Trade.

In men's collars, the high-band collar with close-fitting top has taken a leading place. Tooke Bros., Limited, are making it with round corners, which makes an effective collar. It is also made with square corners, a style that is much in demand, although but lately placed on the market. A collar that is



COLLARS SHOWN BY TOOKE BROS.

always in style is the straight stand-up with square corners. For a time it was kept out of the market to a certain extent by the straight standing collar with round corners, but it is again to the front and as strong as ever. The round-cornered collar is also in demand, either with or without the tongue, which makes the collar overlap in front very slightly.

Whatever is useless, or whatever is merely peculiar, cannot be added as a permanent and profitable part of the haberdasher's stock in trade, says The Clothing Gazette. There is one very evident quality in all the new goods brought before the trade this season. They possess in a striking degree that quality of fitness which makes them of permanent value. In the new muffler the dictates of the mode are heeded, and, therefore, we have the neat, plain, and serviceable article. In cravats all the newer editions reveal the soft tieable moderate-size forms.

In collars, however, we find a disposition to adhere to moderate heights and well-established shapes. In shirts the tone is frankly conservative. These are points which it would be wise for the buyer to bear in mind when he is looking for new things. He must not expect to find surprisingly new forms and assertively new colorings. When the buyer does find anything which is peculiarly loud in pattern or peculiarly different in form, he should handle it conservatively, taking hold of it in such a way that if the public should revolt the stock in hand will not embarrass his house. The plain shirt is the only proper shirt for evening dress. The men who wear the pique and pleated affairs are misguided. The haberdasher who wants to be right will frown down all odd things designed for evening dress. He should follow the most simple forms, for fashion does not sanction the wearing of anything that smacks in the slightest degree of ornamentation in evening attire.

WORKING FOR THEIR TOWN.

Messrs. John T. James and William Vahay, merchants of Bridgeburg, Ontario, were recently a deputation from that town to the Ottawa authorities with reference to the erection of a new public building for the Customs House and post office. Attention was also called to the fact that the ferry charter between North Buffalo and Bridgeburg was not being operated. It is the desire of the local merchants to improve the town which is likely to be a better point for trade than ever as the railway bridge now under reconstruction is being made of a permanent character, showing that the town is to be a regular railway crossing for the future. Over 1,300 cars a day cross the bridge. The imports at the Customs House of Bridgeburg during the year 1899 were about \$370,000, the fourth in Ontario. It is to be hoped that the enterprising merchants of Bridgeburg may achieve the end they have in view for improving the town.

A DIAMOND JUBILEE IN TRADE.

Sixty years of a successful dry goods business should give retailers a good deal of confidence in a wholesale house. This is the record of the firm of P. Garneau, Fils & Cie., of Quebec city, as will be seen in their announcement on page 75. They make a point of carrying in stock only the most reliable lines and those that sell well, so that dealers are taking no chances in writing for their goods. They are encouraging business by letter orders by giving such orders the most prompt attention.

SEVERAL SPECIALS IN LINENS.

The linen department of The W. R. Brock Co., Limited, Toronto, report business as very active, as they made an advantageous deal which, under the high prices of flax, gives them exceptional values which their customers are keen enough to avail themselves of. On page 8 will be found a list of the leading lines. They also have a number of smaller quantities which are well worth any merchant's inspection, such as a 3/4 table napkin of pure linen to retail at \$1; B18 huck towelling to retail at 8c.; several odd lots of huck damask towels, and many other lines too numerous to mention. Exceptional values in Russia crash are shown, in which they do a very large business—they claim the largest in Canada—as they import the goods direct from Russia via Kronstadt, and give them to the retail trade at prices below wholesale rates. These goods are made on the hand looms out of their home-grown flax by Russian peasants, and can't be beaten for durability and general utility.

Mr. Wm. Irvine, of Fred Irvine & Co., Nelson, B.C., has been visiting the eastern markets, and intends seeing his old home at St. John, N.B.

A Canadian who was in a London, Eng., warehouse lately was told by a buyer who buys for several large Australian and South-African firms that business is gradually drifting into small lots and many of them. During the past year, this buyer said he received no fewer than 37,000 matching orders from the various colonial houses he represented.

Window Decorating.

(Continued from page 42.)

As "fillers" between rows of dress materials or other goods, ladies' hats are about as satisfactory as anything. They take up very little room if mounted on a stand, and, being a totally different style of goods from the others, give a pleasing variety to the display.

MEN'S GOODS DISPLAY.

The window of McFarland & Co., of Markdale (shown in this issue), is a good piece of trimming on a model which, if not exactly new, is striking. Any imperfections in the picture are due to the difficulty of obtaining a clear photograph, and also to the fact that the trimmer had slightly dismantled the trim before a suitable chance to photograph it occurred. The trim is one modelled after a suggestion in THE DRY GOODS REVIEW. Tickets have been used to advantage, and as a display of men's goods the window will bear repetition in other places.

AN ENCOURAGEMENT TO OTHERS.

There is encouragement for the young designer in the excellent window of Wims & Co., of Campellford (illustrated in this issue), because it was trimmed by a junior in the establishment who has only been two years in the dry goods business. He did his own wiring and had the lights on the bridge and on the wheel controlled by a double pole switch. The display drew large crowds, and was a splendid silent salesman. We congratulate Wims & Co. The local paper, speaking of the matter, said: "Messrs. Wims & Co. are showing two very prettily-dressed windows for the holiday season. One is decorated in the form of a suspension bridge, with a fine display of silk handkerchiefs and fancy articles appropriate for holiday gifts. The other window contains a large pinwheel trimmed with men's furnishings, also a cozy model of a house presenting a Winter scene, in front of which is a nice display of furs. Mr. Wims and his efficient staff are prepared for the big rush and are to be congratulated on the neat appearance of their store."

SOME MONTREAL WINDOWS

BY E. H. C.

Black is the predominant color of Montreal dry goods windows at the present moment. When the news of the Queen's death arrived, window trims were devoted largely to displays of fine dress goods suitable for evening wear, to corset displays and to white goods shows. The season for society events was at its height and ladies were absorbed in the thought of dress and figure; merchants were preying upon this fever.

But suddenly the nation went into mourning and the window displays changed color simultaneously. First one window was draped in black, then the big stores turned two windows over to black goods, and during mourning week such stores as Lepage's had every window in black.

Black from a popular color became the rage, not only in dress goods, but in gloves, handkerchiefs, neckwear, hats and all the articles that form a part of a woman's wearing apparel.

Ladies love to wear black, and just as the death of the Prince Consort was used as an excuse, if it might be called such, so, in this time of national mourning, will black be the fashionable color.

There seemed to be a difference of opinion among window-dressers as to whether dress goods should be put on display in mourning windows. Some thought that the Queen's photo in a window should not be surrounded by displays intended to encourage sales, but that the walls should be draped in a simple manner, and the window space occupied only by a draped picture of the Queen. This idea did not prevail.

Such stores as Scroggie's, Lepage's and Morgan's confined their mourning to the draping of black goods on the exterior of the buildings and used their windows for the purpose for which they were built, to encourage the sale of goods. As a general rule, however, the photo of the Queen, artistically draped in black with touches of purple to give a majestic effect, was placed in the centre of the display.

Lepage gave one window up to mantles, displayed on busts, one to tailor-made costumes fitted neatly on full figures, and one to dress goods. The best of textures were on view, not the cheap stuff. Silks, satins and cashmeres were arranged artistically about a figure showing a finished dress.

John Murphy & Co. had a window dressed with dress goods, touched with mourning handkerchiefs, black gloves and black ruffles. Other black novelties in dress goods entered into the trim. W. H. Scroggie had a pretty window with dress goods running from the floor to the ceiling in the form of a pyramid, the front side being open to accommodate a photograph of the Queen. The walls of the pyramid separated the picture from the goods on sale. No price tickets appear in these trims.

Black window trims will be in vogue for some time to come.

TRADE WITH GERMANY.

The Council of the Montreal Board of Trade has endorsed a resolution praying that "the Dominion Government take immediate steps to bring to the notice of the Government of Great Britain the fact that our grain and other products are almost entirely prohibited from importation into Germany under the modus vivendi existing since the abrogation of the Anglo-German treaty of 1865, and impress upon the British Government that Canadian products should be hereafter admitted into Germany under the minimum tariff granted her to the most favored nations." This resolution of the Council has not been met with universal favor in Montreal, particularly among the members of the manufacturing community who fear that the wishes of the Council might be construed into a desire on the Council's part that some tariff concession should be given to Germany to secure such advantages. They are willing to allow some reduction of duties on such goods as champagnes and wines and stuff not admitting of manufacture in Canada, just as the American Government does to get United States grain into Germany on the existing basis, but they wish it to be distinctly understood by the Canadian, British and German Governments there shall be no reductions in the Canadian tariff, which would seriously interfere with the Canadian knitting, cotton, woollen and other manufacturing industries. This is a matter of vital interest to Canadian manufacturers, particularly with those reached by THE CANADIAN DRY GOODS REVIEW and they should watch the developments of the resolution very carefully.



The State of Trade.

The hat and fur trade, all things considered, is remarkably good. After New Years there are usually two or three weeks of very slow business, but this year, in the fur trade, the period of dullness was shortened to one.

It is not possible to learn what the Spring styles in hats are likely to be until about February 10 at the earliest. At that date, or thereabouts, the manufacturers commence to place the new shapes on the market, so that all predictions as to what is to be worn for the coming season in hats would be merely guesswork.

The hats now being bought are few, and taken only by those who are in present need of them. This has been the condition of things since Christmas, and will continue until the new styles are shown.

Furs, however, are anything but dull. All kinds, except the very heavy goods, like robes, men's racoon coats, etc., have been going well all Winter, and dealers expect them to continue so till the end of February, or, in case of cold weather, well on into the month of March.

The heaviest sales are in ladies' goods. Caperines, collarettes, ruffs, short jackets, and other small goods go well. Ladies' gauntlets have had a steady run all Winter, and muffs sold much better than last Winter. They are bought mostly in mink and stone-marten, though for use in carriages large muffs of sealskin and Persian lamb are used. Indications are that muffs will be more used than ever next year. The increase in sales this year over last is considerable. They are made larger than those of last year, and will likely be still bigger next year.

Cloth capes, lined with fur, are ready sellers. They are worn at all places, in the street, at opera, or anywhere else. The cloth is in almost all colors, garnet, blue and sky-blue being the leaders.

Furs run mainly on Persian lamb, these goods selling almost twice as much as any other fur shown. Electric seal, however, being within the reach of so many, has had a good run.

New York Hat Reports.

The point seems to be generally recognized that too many styles have been brought out, with the result that buyers are confused, and greatly in doubt about purchases. This fact is especially noticeable in soft hats, the decided diversity in flanges making it difficult for intending buyers to entertain anything like certainty in making selections. It is plain that all the shapes will not sell; the retirement from view of those seemingly least desirable would doubtless prove most advantageous, if effected at once.

Unseasonable weather conditions have unfavorably affected business, particularly at retail, and stocks of Winter goods are larger than they should be at this date; very early

buying for retail trade ought not to be expected in more than ordinary volume, and may not wisely be urged.—N.Y. Hat Review.

Straws for 1901.

Alpine shapes, and flanges in new styles, are shown in Shinkee and Mackinaw braids; these have plain bands. Trade on Alpine shapes seems to have affected the sale of soft brims to some extent, but not yacht shapes.

Rough braids are shown in yacht shapes. Leading designs are with round crowns, and only such are taken for city trade. Proportions are: $2\frac{1}{2}$ by $1\frac{3}{4}$, $2\frac{3}{4}$ by $1\frac{3}{4}$, $2\frac{1}{2}$ by 2, 3 by $1\frac{7}{8}$; with the exception of the first dimensions, these proportions are substantially the same as last season. Bands for these yachts are in solid colors for city trade, and are in 18 and 22 ligne.

Split hats, ranging from \$12 upwards, are selling very well, and have many admirers; the proportions are: $2\frac{1}{2}$ by $1\frac{3}{4}$, $2\frac{3}{4}$ by $1\frac{3}{4}$, 3 by $1\frac{7}{8}$, $3\frac{1}{4}$ by 2, $3\frac{1}{2}$ by $2\frac{1}{8}$. For the finer grades of split hats 18 ligne bands are preferred on smaller shapes, but the general run is for 22 ligne bands.

Fine French palms, in Alpine shapes, are selling quite freely; there is also some demand for rough hats with soft brims. Fancy shapes, such as telescope, and other novel designs, are shown.

In children's straw hats, regular Mexican sombrero shapes take the place of the plain sailors, which have prevailed for so long a time; these are plain, rough and combination braids.

Speaking in general, city trade does not seem to be ready for anything very new or striking, conservative blocks being preferred.—The Hat Review.

Influence of English Shapes.

It is noticed among American manufacturers that foreigners coming into the country wear a decidedly different shape of stiff hat. They are much larger than the leading American styles. The influence of this is being felt among manufacturers, and may result in larger shapes in the United States. It is stated in The Hat Review that visitors to the Paris Exposition were impressed with the fact that all European stiff hats were larger than American makes.

Biggest Hat on Record.

The largest straw hat in the world was recently turned out in a factory at Luton, Eng. It is made of blue and white "Jumbo" plait, nearly 250 yards being required to complete it. It measures 7 feet across the brim, 3 feet around the crown and 21 feet around the brim. Four experienced hands were employed in its construction. Some time ago a hat nearly as large was made for an Australian merchant for advertising purposes. The same maker turned out the smallest lady's and gentleman's straw hat also, neither of them being as large as a man's hand. The most expensive hat ever made, it might be noted, was a Mexican sombrero, presented to General Grant when he visited Mexico in 1882, and costing about \$1,500.

Stapley & Smith, manufacturers of corsets and ladies' wear, London, Eng., are thinking of appointing an agent for the Canadian trade. They at one time had agents in Canada, but the difficulty of doing business, on account of the lack of proper insolvency legislation, caused them practically to retire from the field. They are willing to enter it again, however, and whoever their agents may be will doubtless find a good market for these famous goods.

EDGAR, CORISTINE & CO.

were, luckily, not one of the firms which suffered by the late serious fire, and take this opportunity to inform their customers who have placed orders with them for the coming season, that same will be executed promptly—as heretofore. They desire also to state that, having a large stock, they are prepared to fill all Letter Orders, or orders through their agents, without any delay.

HATS
AND
FURS.

EDGAR, CORISTINE & CO.,
517-519 St. Paul St., MONTREAL.

(Successors to GREENE & SONS COMPANY.)

THE FOUR MEDALS—comprising two gold, one silver and one bronze medal—which constituted the HIGHEST HONOR on merit ever accorded a CANADIAN HOUSE—awarded me for my exhibit at the PARIS EXPOSITION 1900, should convince you that you would be consulting your own interests by placing your orders with me for

*Fur Goods, Gloves, Mitts
Hats and Caps, Straw Hats*

Don't fail to give my Travelers a look over.

Sample Rooms:
5 Victoria Square Montreal.
52 Bay Street Toronto.
Main Street, Winnipeg, Man.
338 Hastings St., Vancouver, B.C.

J. ARTHUR PAQUET, QUEBEC,
QUE.

THE BISHOP

Natural Leather

Fur Robes and Coats

GUARANTEED



to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase whether robe or coat.

THESE GOODS ARE FOR SALE BY ALL THE LEADING JOBBERS OF CANADA
AND THE UNITED STATES.

THE J. H. BISHOP CO.,

Importers, Dyers, Skin Dressers and Manufacturers,

Sandwich, Ont.

Wyandotte Mich., U.S.A.

OBITUARY.

ON Friday, January 11, the death occurred suddenly of Mr. Lemuel H. Ingram, one of London, Ont.'s best known business men. He had almost no illness, and was back and forth to the store within three or four days of his death. Mr. Ingram was born in Toronto, and was a comparatively young man at his death. Some years ago he opened up in business with Mr. J. B. Smallman in London, under the style of Smallman & Ingram, after first learning the dry goods business with the late John Green, the founder of the house of John Green & Co. His well-known business ability, combined with that of his partner, made the store one of the most prosperous dry goods houses in the west. As an employer and a man of business he was highly esteemed, and on his frequent business trips to European houses he became very popular with the merchants of those places.

After an illness of about a week, Mr. Edward Joseph Redmond, of the Redmond, Greenlees Co., wholesale furriers, Montreal, died of pneumonia. Mr. Redmond was born about 40 years ago at St. Thomas, Ont., where the members of his family are still well known, and where he was buried. For the last 20 years he lived in Montreal. He was a prominent member of St. James' Club of that city, and a brother of Mr. James Redmond, manager of The Ames Holden Co., of Montreal. While spending the Christmas holidays with his brother in New York he contracted the cold which afterwards developed into pneumonia. His habits and business abilities were admired by all his friends.

One of the oldest and most respected residents of Kincardine, Ont., in the person of Mr. Norman Smith, died there on January 21, after a week's illness of pneumonia. Mr. Smith was born in Scotland 64 years ago, and came to Canada when he was about 24 years of age, entering the dry goods business in Bruce County, in which he has been engaged ever since. He leaves a wife and one daughter.

S. GREENSHIELDS, SON & CO.

THE business of S. Greenshields, Son & Co., Montreal, is rapidly expanding. Large as is their commodious warehouse facing on Victoria Square, the management find after a few months' experience it is not nearly large enough to accommodate the transaction of the enormous amount of business they are doing. To facilitate the shipping of their goods and to store a part of the stocks to which want of space forbids admittance into the sample-rooms, the building to the rear of the warehouse proper, formerly occupied by Mark Workman, has been secured and will now form a part of this huge establishment. This addition is one of the largest warehouses in the city. There are four storeys and a basement, each 140 feet long by 40 feet wide. The basement is filled with cases full of goods waiting their turn in the sample room—and they don't wait long. On the first floor are kept sold lines of Crum's English prints and so successful has the sale been this year that the floor is pretty well covered with goods awaiting shipment. The second floor is occupied by Colonial prints that are sold, and one needs no more convincing proof that these prints have struck a responsive chord with the trade than to see the huge stocks of goods awaiting shipment. This firm are selling a "special" line of 32-in. Colonial prints and have done well with it. The two upper flats are used as storerooms, chiefly for flannellette and staple

goods. And even with all this extra space the firm have not enough room to store all their stocks.

Coming to the warehouse proper one sees an encouraging rush about the place. Dress goods are moving well. Black, plain and figured are now enjoying an extremely large sale. Black crepe de chine, black eolines and black cashmeres are all experiencing a steady demand. Eudoras, crepoline cords, mignonettes and whipcords also seem to be good property. Plain goods continue to be favorites, and voiles in all the pastel shades are going out well. Printed delaines are, however, to be an exception to the rule, as also are printed fignette delaines. In silks, tamaline and peau de soie in black and colors are strong leaders.

The ladies' furnishings department of S. Greenshields, Son & Co. is showing some nice new goods that fit in with the dictates of fashion, as well as some special drives in values. A shipment of 500 dozen Swiss embroidered handkerchiefs has just been laid in stock as a special line; they will retail at two for 25c. On the same floor is offered a special line of sateen skirts in black and colored, to retail at \$1.50, usually worth \$2.25.

Their blouse material is deserving of special notice. The tendency this year is toward the embellishment of white goods by lace and tuckings, and ladies will find it decidedly convenient to buy this material ready to shape into a fitting waist. This department has

foreseen the need of goods to meet this want and the travelers are showing blouse materials put up in boxes each containing two yards of plain white organdie muslin, two yards of edging, two yards of insertion and sufficient all-over for the front. The accompanying cut shows one of the styles in which these waists can be made. Fashion cards accompany the goods showing to just what pattern the material should be made. Each box will retail at \$2.25 to \$4.50 and will meet the wants of those who wish a nobby waist. Goods are in stock and can be shipped at once.

A large range of ladies' stock ties are being shown, comprising a number of American novelties. The combination of stock and tie bid fair to be decidedly popular, and are in stock in very pretty patterns and effects. A large shipment of manufacturers' seconds in ladies' and misses' black cotton hose has been received; they will be jobbed to retail at 8 and 10c. A shipment of Irish dimities is coming in this week in stripes and checks to retail at 18 to 30c. a yard. These



FIRE NOTICE.

Notwithstanding the complete destruction of our premises, our business will be continued without interruption. Spring orders will be filled promptly.

PRESENT ADDRESS, 455 ST. PAUL STREET.

JAMES CORISTINE & CO., LIMITED Montreal.

goods are put up in 24-yard ends and boned. The travellers are showing samples.

The carpet and curtain department has been doing an exceptionally brisk business for Spring. The most important feature of the trade done is not a particular run on any color or any pattern, but rather a distinct favor shown for the medium and better grades of goods. Low-grade tapestries are taking second place to those of higher grades. Blue and rose crimson continue to be the popular colors. Draperies and furniture coverings are being shown in some nice new styles that are decidedly rich and effective. Tricot furniture covering, with a rich pattern of heraldic effect, is, perhaps, the newest thing in its line. Silk portieres and curtains are in stock in new designs and colorings. So far as shown these have met with wonderful effect. Mercerized curtains are also a newly-imported line. Silk brocatelle drapery in new colorings forms another rich addition to the enormous stock. The patterns are brought in such combinations as green and gold, and the whole make-up ought to prove satisfactory to the demand for better goods.

ADVANCE IN JAPANESE MATTINGS.

K. Ishikawa & Co. have imported a large range of Windsor ties for ladies, youths and children, which, at a retail price of 25c. are splendid value. They are shown in plain silk, hem-stitched ends or fringes, drawn work, in crepe de chine, and the designs include all colors in plaids and dots. Colored dots on white ground are the favorites, though white dots on a colored ground, especially on a navy ground, and fancy fringe plaids are thought well of. These goods are of extra size, 6¼ x 40 in., all silk twill and very handsome. The millinery trade is showing particular favor to Japanese Habutai silks in white, black, paille, castor, dove grey and dark cardinal. All

the season's colors are carried in stock, the goods being all dyed in Lyons, France, and being guaranteed correct. They have introduced a new liberty silk, which they are showing in white, cream and black in 20, 23 and 36 in. widths. These goods have taken well with the millinery trade.

Japanese mattings have advanced in price 20 to 30 per cent. within the last three months, but, as they placed their orders a long way ahead, the goods are now coming in and are ready for prompt shipment at much lower prices than they could otherwise be sold at. A variety of styles and prices are represented, and cut samples will be forwarded to any dealer sending a post card.

A NEW BLOUSE AND SHIRT FACTORY.

A new firm has launched into business in the city of Montreal under the style of Stewart, Allan & Le Maistre. All the three partners have just severed their connection with Tooke Bros., Limited, in the growth of whose business they have played no unimportant part. Mr. F. W. Stewart was managing director, and is possessed of uncommon executive ability; Mr. Thos. Allan was factory manager, and, while acting in this capacity, as well as while working with Evans, Allan & Co., of Hamilton, has acquired a thorough experience of the blouse and shirt manufacturing business. Mr. P. M. Le Maistre was manager of the ladies' shirt-waist department, and is hard to beat either in the factory or on the road. Stewart, Allan & Le Maistre ought to form a strong trio. They have already started to fix up a factory, and they confidently expect to have samples of shirts and blouses on the road by April 1. They will confine their manufacturing to high-grade goods and will sell direct to the retail trade. They have plenty of push and ought to make things go.

Costly Fire in Montreal.

TWO blocks of business houses were eaten out of the heart of Montreal by the fire that raged Wednesday night, January 23. Sundry houses skirting these blocks were also gutted or damaged. The Board of Trade, the centre of Montreal's commercial activity, is a mournful ice coated wreck, and 30 other business premises have had their usefulness ended. This constitutes the result of one of the most disastrous fires that ever raged in Montreal, certainly the worst in years. In the block bounded by St. Sacrament, St. Paul, St. Peter and St. Nicholas streets every building was destroyed. The opposite side of St. Paul street was as completely laid waste, and a passage eaten through to Commissioners street. On the west side of St. Peter street, from St. Paul to Lemoine, the



The Montreal Fire—View of James Coristine & Co.'s Place.

stores are wrecked and sundry buildings are damaged. The total loss is estimated at \$3,000,000. The insurance totals over \$2,000,000.

For a time that night it was thought that the fire would sweep west to McGill street and north to Notre Dame, consuming Gault Brothers Co., Limited; Tooke Bros., Limited; W. R. Brock Co., Limited; Brophy, Cains & Co.; Kyle, Cheesbrough & Co., and Matthew, Towers & Co.'s big warehouses. It is said that one of the managers of Gault Brothers' establishment said that night at 10.30 o'clock that he would not give \$1,000 for the whole stock in the building. The next day was spent in thanksgiving and mourning.

The fire started in M. Saxe & Sons' clothing house, spread rapidly to H. A. Nelson, Sons & Co.'s, Limited, where the inflammable contents gave the fire raging energy. The Board of Trade finally caught the blaze and was consumed storey by storey. To the south the fire spread also. The Beardmore Belting Co.'s buildings flamed up like tinder; Silverman, Boulter & Co.'s fur establishment was soon beyond rescue. Slowly the flames crept along St. Paul street right up to James Coristine & Co.'s warehouse and The Corticelli Co.'s stock. Across the street the blaze soon travelled, and Thomas Davidson's warehouse, the Star Suspender Co.'s, H. W. deCourtenay's and the Canada Shirt and Overall Co.'s places were all consumed. The fire seemed to have spent itself after it had wrecked Seybold & Son's big hardware establishment.

The Board of Trade building was the most serious loss, and offices and furniture were being eagerly sought for a week after. It is considered likely that the Council will decide to rebuild immediately.

H. A. Nelson, Sons & Co., Limited, have announced their intention to liquidate, and have taken offices at 27 Common street with this end in view. This will not interfere with the business of the Toronto branch, where orders are still solicited.

Next to the Board of Trade the largest individual loss sustained through the recent fire was that of James Coristine & Co., Limited, whose insurance claims aggregate over \$300,000, their property covering almost as large an area as that of the Board of Trade.

They have lost no time, however, and are now located at 455 and 457 St. Paul street, just three doors east of their old premises, together with a large factory on McGill street. They also are in a good position to fill all their Spring orders with little or no delay as, fortunately, the bulk of their Spring shipments were not delivered before the fire occurred. Regarding the Fall trade they report that with an entirely new plant and new stock they will be in a better position than ever. Some delay will of necessity occur in getting their travellers out with Fall samples, but this delay will not apply to the filling of Fall orders.

The warehouse of M. Saxe & Sons was entirely destroyed and is a total loss. The stock was valued at \$70,000. Nothing was saved. With remarkable energy the firm secured new quarters at 336 St. Paul street, where fresh stock has been installed. The customers of this large ready-to-wear clothing house may rest assured that they will soon receive the old accommodation. Manufacturing was immediately commenced and all orders will be filled at once.

Corticelli Silk Co. lost a heavy stock in their warehouse at 14 St. Nicholas street. Although their insurance amounts to \$42,000 it does not cover the value consumed; Mr. Wyman places the loss at \$52,000, leaving a deficit of \$10,000. The business of the company was not interfered with, as orders were filled next day with stock from the factory. Temporary offices have been taken in the Nordheimer building at 207 St. James street, but the headquarters will soon be transferred to the big warehouse at the corner of St. Helen and Recollet, hitherto occupied by Tooke Bros., Limited, as a city sample room.

Redmond, Greenlees & Co.'s big fur establishment was another serious loss to the dry goods trade. New offices have been taken at 138 McGill street.

The Dominion Commercial Travellers' Association lost a great many valuable documents and pictures. They have offices in the Bank of Toronto Chambers.

Silvermann, Boulter & Co. are doing business as usual, and have taken a large warehouse on St. David's lane, between St. Antoine and St. James streets. Spring orders will be filled. Their loss was \$175,000, fully covered by insurance.

J. Bourdeau & Son, dealers in hats and furs at 56 St. Peter street, were burned out, and their new address is 140 McGill street. The Paton Woollen Manufacturing Agency, in charge of Mr. F. E. Jones, now has offices in the Sun Life building, 22 St. John st. Hiram Johnson's place was somewhat damaged by water, but the business is going on as usual. J. Cohen & Co., wholesale clothiers, have moved to 390 St. James street, and B. Levin & Co., furs, to 94 Foundling street. H. Levi, dry goods and overalls, formerly on Commissioners street, suffered a heavy loss, but it was mostly covered by insurance. His new address is 292 St. Paul street.

EASY WINNERS

PERFECTION BRAND GOODS 1901.

Comforters

Largest range ever shown.

Designs positively exclusive.

Prices lowest in Canada.

Cushions

Six different grades of fillings.

Every size and style imaginable.

Ask for quotations.

Bed Pillows

New and successful method of cleaning feathers which ensures a perfectly odorless filling and makes the pillow as pure and sweet as though filled with air.

We guarantee them.

OUR NEW SAMPLES WILL BE READY EARLY THIS SEASON, AND THEY ARE CERTAINLY THE BEST AND MOST ATTRACTIVE RANGE WE HAVE EVER SHOWN.

See our Travellers before buying elsewhere.

Canada Fibre Co., Limited, - Montreal.

W. TAYLOR BAILEY



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TRADE COMMISSIONER FOR ENGLAND.

AT the last regular meeting of the Executive Committee of the Canadian Manufacturers' Association, Mr. Geo. H. Hees, of the large firm of Geo. H. Hees, Son & Co., Toronto, and chairman of the Tariff Committee of the Association, introduced for discussion a subject of great importance to the manufacturers of Canada; namely, the advisability of urging upon the Government the appointment of a Trade Commissioner for England.

In discussing this matter Mr. Hees spoke as follows:

"I desire to draw the attention of the Manufacturers' Association to a matter of great importance to every manufacturer and shipper in Canada; namely, the advisability of suggesting to the Government the appointment of a Trade Commissioner in England on the same lines as has been already done in Australia.

"Every exporter who has ever tried to find a market for his goods in England has felt the need of some such office as would be connected with a Trade Commissioner in order that he might be supplied with the information that is so necessary. At present he has to go single-handed and alone, groping for customers, and, after he has covered the ground as well as he can, is compelled to leave, feeling that he has left undone much that he might have done had proper facilities been at his disposal, such as would be afforded by a Trade Commissioner acting under the Dominion Government.

"We all know the splendid trade that has developed between Australia and Canada, and we can safely say that 75 per cent. of the business now being done between that country and Canada is due to the zeal and energy of our Trade Commissioner, Mr. Larke.

"An office fitted up in London, to be the headquarters of Canadian exporters, with all the information that is necessary to assist manufacturers and others in securing prospective customers, would undoubtedly meet with success greater in proportion to the much vaster population of the Mother Country."

Mr. Hees then outlined his proposition as follows:

"The appointment of a Trade Commissioner to Britain, with headquarters at London, would be a forward step in the direction of largely increasing the export trade of Canada, and would prove very popular with the manufacturers and producers of this country.

"The appointee should be a Canadian conversant with all sections from the Atlantic to the Pacific.

"To equip and furnish him for his work he should visit all the leading trade centres in the Dominion and meet the various

boards of trade and merchants interested in the advancement of Canadian trade.

"An office should be opened in London, furnished entirely with Canadian furniture, carpets, etc., with a sufficient staff to answer all inquiries in regard to Canadian trade matters.

"London being the centre of the world's business, the Commissioner could easily ascertain the possibilities and probabilities of trade between other foreign countries and Canada.

"It would be the duty of the Commissioner to visit trade centres in Britain, such as Liverpool, Manchester, Birmingham, Leeds, Glasgow, Dundee, Aberdeen, Cardiff, Belfast, Dublin, etc., and to come into touch with the various Chambers of Commerce in these cities.

"It should be the object of the Commissioner to assist in bringing merchants in Britain and other foreign countries into close relations with the manufacturers and shippers of Canada, and for this purpose a well-equipped bureau of information should be maintained, the function of which would be to supply any needed information concerning foreign markets, the goods sold therein, the requirements of the markets and the names of the principal buyers in Britain and various parts of the world. Foreign merchants should be furnished with any desired information about goods that are manufactured or produced in Canada. A comprehensive directory of merchants in every part of the world should be kept, with full particulars about the lines of goods they handle, and with information as to whether they are interested in Canadian merchandise or not. These merchants would be brought in direct contact with the manufacturers and producers of Canada. Those who deal in Canadian goods and desire to increase the range of their business in this line, and who wish to be informed concerning Canadian goods which they could sell to advantage, should be invited to make their wants known to the Commissioner, with the assurance that their inquiries would receive prompt and careful attention.

"Samples of any merchandise wanted might be sent to the Commissioner. These samples could be placed in the hands of Canadian manufacturers who supply such goods, and would enable them to know exactly what is wanted by the buyer, and to submit prices and terms more intelligently.

"The Commissioner would be able to answer inquiries relative to shipping to any foreign countries either via Britain or direct from Canada.

"A trade index of those who manufacture goods suitable for export should be kept as follows:

"1st.—An alphabetical list of manufacturers and merchants, with a brief enumeration of the articles they manufacture and deal in, and other information helpful to the buyer.

"2nd.—The names of manufacturers and merchants grouped according to the articles manufactured and dealt in, an arrangement that will be of much assistance to the buyers who wish to find manufacturers and merchants in any particular line.

"3rd.—The registered cable addresses of those whose names are contained in the index."

GEO. H. HEES.

Mr. Hees drew attention to another important matter, of which he spoke as follows:

"I would also suggest that the Association ask the Government to recall Mr. Larke from Australia and post him on present conditions in Canada, as it is six years since he went out to Australia, and he has not since returned to Canada to take note of the great changes that have taken place in that period.

"Notwithstanding that Mr. Larke has been handicapped by his lack of intercourse with the manufacturers and exporters of Canada, he has succeeded in building up an enormous business. But how much more could he do if he returned and met the different exporters and manufacturers in all the various parts of Canada, and obtained from them up-to-date information as to the products which they are prepared to offer for sale. Could he then return to Australia, armed with this up-to-date information, he would have something new and original to present to prospective customers there, and the influence of such personal contact would at once be seen in the large trade which would result.

"We all know that great changes in the business world have taken place during the last six years, especially among manufacturers, and, unless a Commissioner meets with the manufacturers every year, or year and a half, and learns what is going on, he soon becomes obsolete, and from necessity talks ancient history.

"I would further recommend, if we succeed in inducing the Government to appoint a Trade Commissioner in England, that we should have him first become thoroughly posted as to the ability of Canadian firms at present to compete for foreign trade, and that once he has established his office he should return annually to confer with manufacturers and shippers in the various parts of Canada."

This important subject will be discussed by the Commercial Intelligence Committee, and finally dealt with at the next regular meeting of the Executive Committee, on Tuesday, February 12.

The G. B. Perry Knitting Co., of Hamilton, Ont., who recently purchased the stock and plant of the Wentworth Knitting Co., Limited, from the liquidator at a very low rate on the dollar, are offering some great bargains in ladies' and children's cotton and wool underwear.

GALE MFG. CO.

Shirt— Waists

Our line is now ready for
the inspection of the trade, and
an invitation is extended to
buyers when in this market.

Wrappers, Whitewear,
Summer Dress Skirts.



FACTORY and SHOWROOMS:

14, 16, 18, 20, 22 and 24 MINCING LANE,

TORONTO.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

W. B. STEWART

27 Front Street West, TORONTO.

CARPETS and RUGS

Standard goods, eleven different brands as follows :

- "LEADER"—a ready seller.
- "CHICORA"—for a cheap carpet second to none.
- "ROYAL"—sells at sight,
- "ANGORA"—a cheap article with superb qualities.
- "CRESCENT"—most beautiful.
- "MAGNET"—a cracker for 50c.
- "DOMINION"—a super carpet at a medium price.
- "OXFORD"—a wearer.
- "GRANITE"—the name sells it.
- "CANADIAN"—noted for purity, the best 2-ply wool carpet in the world.
- "MONARCH"—our famous 3-ply.

YOU SHOULD SEE THEM.

Rugs, Mats, Curtains, Covers.

Canadian Agents for THE MOSS ROSE MFG. CO.,
of Philadelphia.

ROYAL CARPET CO.
GUELPH, ONT.

The _____
World=Renowned

"OXFORD"

CAMBRIC AND LONG CLOTH
UNDERCLOTHING.

(Write for Samples and Price List.)



Oxford Underclothing



TRADE MARK



Oxford Underclothing

MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,

— LONDON, ENGLAND.

CARPETS, CURTAINS AND WALL PAPERS

CURRENT PHASES OF RETAIL TRADE.

THE self-colored carpets, says a large city house, have been going well this season for use in Canadian drawing-rooms. Hall carpets run more to the small Turkish effects.

Rugs are in great demand, especially for parquette flooring. A margin of 15 to 24 inches is left. Carpets still keep on the dark shades, a fact which pleases the carpet people as these goods will keep their appearance far better.

Greens, rose and blues still remain the leading colors, and what will be the next cannot be said until the end of this month.

The Spring trade in curtains, according to the same authority, will be principally in point Arabs and Battenberg laces for the best trade. Brussels points still go well and are produced at lower prices than formerly. In draperies, the most popular designs will be those of the Kensington Art School; combinations of green and blue will be largely used. Madras muslins, in new designs, by Voisey and Walter Crane, are very much to the front. John Kay, Son & Co. are showing some pretty effects in cream grounds, with designs in blues, greens, pinks and golds. They also show the famous designs, "Seven Sisters" and "Flight of Swallows."

A BIG UNITED STATES COMBINATION.

The consolidation of the E. S. Higgins Carpet Company and Hartford Carpet Company has excited much comment, but is generally regarded as merely the result of special and exceptional circumstances, and not as indicating any revival in the tendency toward combination, which, on the contrary, is unquestionably declining, as is quite clearly proved by the business history of the past two years, and especially last year.—N. Y. Carpet Trade Review.

ARE ENGLISH HOUSES LOSING CANADIAN TRADE?

The Kidderminster Shuttle, in a review of the English carpet trade for 1900, says: "The year which is now rapidly drawing to a close cannot be said to have been marked by any distinct progress in the carpet trade. While there has not been any appreciable decline in the output of the looms, the volume of trade has not been quite as large as in the previous year. The manufacturers have had to contend with several disturbing influences. The South-African War, while it has given a stimulus to trade in certain directions, has retarded other departments of commercial activity. The enhanced cost of many of the materials which enter into the manufacture of carpet has made it more difficult to expand the trade than was the case last year. It is true that the value of yarns has kept low, but the price of cotton, linen and jute has gone up considerably; while the almost ruinous quotations of coal merchants have been a serious matter for the manufacturers to face. At one firm alone we have been told the increased cost of fuel has amounted to at least £1,000 during the year. There can be no doubt that, if the various markets indicated continue as high in the future as they have been during 1900,

an advance in the price of carpets must be looked for before very long.

"The trade has been healthy throughout the year; failures have been exceedingly few, and confidence in the financial stability of traders was never stronger than at present. Merchants' and retailers' stocks are low, so that if a peaceful settlement of the South-African trouble could be speedily effected the outlook would be full of promise.

"There has been no expansion of our commercial relations with the Continent, but we have a better hold upon our colonies than some time ago. The orders from Australasia are increasing, and it is believed will continue to increase, now that the federation movement has been carried to a successful issue. Our Canadian and South-American trade has been maintained, but it is in these markets where the American competition is felt the keenest. The carpet manufacturers of the United States are now not only able to supply almost completely the needs of their own people, but they are showing signs of commercial expansion in many directions. Their endeavors to capture the English market a few years ago completely failed, but a certain measure of success has attended similar efforts in Canada and South America."

NEW WINDOW SHADES.

Messrs. Geo. H. Hees, Son & Co. have been building two more machines for making oil-finished window shades. These new shades will be ready for delivery in February and sold as low as any window shades in the market. Messrs. Hees, Son & Co. always have good values to offer to the trade.

THE DERBY TABLE COVERS.

All the jobbing houses are carrying this new tapestry table cover, and the travellers will show it to the trade. Messrs. Geo. H. Hees, Son & Co.'s looms never produced anything more popular than "The Derby." Be sure to see it. It is both beautiful and cheap.

THE WAR AND CHINA MATTINGS.

The present troubles in China may be even more far-reaching than present indications would seem to warrant. In discussing the matter with several prominent matting importers they claimed to have good grounds for believing that the lower grades of matting would never again be imported as cheaply as in the past. There is no disguising the fact that many other imports from the Celestial Empire have of recent years steadily advanced in price, and there is reason to believe that mattings can from now on be classed among this list.

Cheapness of labor has always dominated Chinese products, but advancing civilization in China is also gradually advancing the price of the wage-workers, to the detriment of the low figures of the goods produced there.

The wily merchant Chinaman, too, is developing a money-making instinct, which at one time was entirely foreign to his nature, so that in their dealings with him the importer meets a man much harder to handle as the years go by.

Of course, there will always be cheap mattings sold, but in the long run the trade would not suffer if some of the very low-priced stuff would be entirely eliminated from the market. There is but little profit in this class of goods, and but little satisfaction in selling it.—American Carpet Journal.

THE PICK OF THE MARKET.

New upholstery goods are arriving by almost every line steamer for Messrs. Geo. H. Hees, Son & Co. They are keeping up their reputation of having "the pick of the

ALL SENSIBLE DEALERS

handle our lines of Carpets on account of their noticeable Superiority in *QUALITY*, *STYLE*, *FINISH*, *DESIGN*, and because of their *DURABILITY* and *WEARING QUALITY*.

These features in connection with our Carpets are certain to create and maintain the desired demand that every merchant is after for the Carpet branch of his business.

*We will be pleased to send you
samples and prices on application.*

—They're sure to please you.—

THE DOMINION CARPET CO.,
SHERBROOKE, QUEBEC.

Limited

GUELPH CARPET CO.

**Special
Attention
is directed
to our
various
lines of
Carpets
for Spring
1901.**

Our Carpets embody all that is modern, artistic and durable.

Our Machinery and Looms are especially adapted to the production of unique designs and colorings.

Our Spring Lines of Brussels, Wiltons and Ingrains are superb, and our stock strictly up-to-date, which merits close attention and inspection, and your orders.

— Send for Samples and Prices

GUELPH - Ontario.

CARPETS AND CURTAINS—Continued.

market" by arrangements with European manufacturers who supply them with new goods as fast as they are ready for the market. Besides the imported lines, their own looms at Valleyfield are producing popular and staple lines that are sold at prices much less than the same grade of goods could be imported for. All their travellers are now out with samples, and readers should try and see their new offerings.

WINDOW SHADE PRICES IN THE STATES.

On January 7 a number of manufacturers of window shades held a meeting in New York, and decided to lower the prices on all shade cloths and mounted shades 10 per cent. The new prices went into effect on the same day.

C. Ockney, writing about old-time conditions in the retail trade in The New York Carpet Trade Review, says that a strange feature of modern times is the disappearance of 9 inch borders for hall carpets. What a tangle of borders we had 25 years ago—4 ½ inch, 6 inch, 9 inch, 13 ½ inch and 18 inch, and square corners made to match, so as to obviate the necessity of mitres. And the rugs were made to match carpets—axminster, velvet, body and tapestry brussels.

In another paragraph he says: "Of all the changes in the retail carpet trade, showing goods by sample stands first and foremost. Fifteen years ago some of the older hands scouted the idea, and said it was an uncalled for expense, and that customers would never be satisfied with it. They have long since changed their minds. Customers like it, now that they are used to it. Formerly a salesman often thought he knew what a customer wanted, when he knew nothing about it, and failed to show the very pattern she was looking for. Now the customer sees the whole assortment in a very short time, and patterns which the salesman himself does not fancy sell themselves in spite of him. Samples save the show pieces from getting unduly soiled. A salesman can sell more goods in a given time. Fewer porters are needed. The best length for samples is 1 ½ yards long. They can be used with the remnants for door or window pieces, or sold, fringed or without fringe, as rugs. Even if they were a total loss, the showing of carpets by sample would be a huge gain in every way."

A DELIVERANCE ON CORSETS.

The W. R. Brock Co., Montreal, assert that the French new erect form, or straight-front corset has now completely taken the place of the old curved-front shape, and good judges say it has come to stay. The "B & C Erect Form" corset which they are showing, and are having such an immense sale of, are made in all qualities and at all popular prices—\$4.50, \$6.50 and \$9 per doz.

The firm say: "These corsets give a long, low and full effect to the figure. It is a health corset. It fits perfectly, because made to conform to the natural body instead of making the waist of the wearer conform to the idea of the corset. It throws the shoulders back into a fine military poise; it inflicts no pressure upon the waist line, and thus does away with those faults of corset construction which often lead to indigestion, short breathing, and sometimes more serious troubles. The "B & C Erect Form" corset does not strain the figure—all the pressure of lacing is upon the hip and back muscles, which are most capable of sustaining it. The weight of the skirt hangs from the hips and not from the front of the corset.

The distinguishing characteristic of this corset is, therefore, that it helps the health of the wearer, and at the same time gives the figure a more graceful shape than can possibly be obtained with the old curved waist line corset, which, to our mind, has passed away never to return, as the wearer of the new straight-front corset will never want to go back to the old form corset again. Send for sample pairs of the 'B & C Erect Form' straight-front corsets and be convinced yourself of their merits."

PARASOLS.

The newest thing in parasols is glaze silks in contrasting striped effects. Last season's checks are not shown a great deal, having given way to small and large stripes. A few fancy brocades are among the latest samples, but the fashionable goods are mostly stripes and plains. The fashionable colors are reds, from the camelia down through the range to deep crimson. Turquoise blue and Nile green are also prominent.



The costume represented by the above cut is made from French Printed Organdi, shown by Brophy, Cains & Co. in over 20 designs and colors.

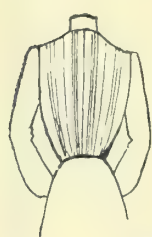
IN MEMORIAM

F. STUART FOSTER
JANUARY 6th, 1901.

THE WATSON, FOSTER CO., LIMITED
MONTREAL

THE AMERICAN SILK WAIST MANUFACTURING COMPANY.

THE American Silk Waist Manufacturing Company report it difficult to keep up with orders for Spring waists, samples of which are now on the road.



No. 721.

The demand for the good articles of their own exclusive design has been very encouraging.

The designer is now at work upon samples of Summer waists which he hopes to show the trade in a few weeks. The run this year will be on light, soft and white materials, although some colorings in reds, drabs, greys, tans and blues will be shown. Gold will always continue very popular, both in trimmings and cloth, but the strong color is white. Moreover, all waists will be soft. There will scarcely be any starching done to waists this year. There will be no stiff box plait and no iron bar. Everything will tend to comfort.

Taffetas will sell as ever, grenadine, with silk stripes, will be worn very largely, while wool, mixed with silk, cotton silk, soft lawns and delaines are all stated to be popular fabrics. Light webby material is the basis of the desideratum. Bright colored lustres also appear to be coming back.

This firm are showing a very pretty waist, No. 721, as shown in the accompanying cut. It is made of an English peau de soie, embellished with pin tucks, covering front and back. The bishop sleeve, new collar and new cuffs complete a fashionable waist. It is lined throughout and is of dress-maker finish. The buttons used for trimming are the self or crochet buttons. This is made as a popular seller and is worth only \$2.75 in black; 15c. extra for colors.

A NEW GARMENT.

A new and stylish garment to wear with the ever-popular blouse waist is shown by Boulter & Stewart, called flannel boleros. They can be worn over lawn, flannel or silk waists, and are just the thing for evenings when too warm for a jacket. They are made strapped with taffeta, tailor-made, in cardinal, blue, or black, trimmed with black or cream silk. Their tailor-made garments are made by the most experienced workers to be had, and the resulting style and finish cannot be excelled. In these goods it is acknowledged by the largest buyers that style and workmanship are the principal selling points, and not the price. Success in the costume and waist department can only be secured by attention to the

finish and cut of the goods. All their garments are man-tailored, and visitors to their premises during the openings will have a large choice of the newest and best in ready-to-wear goods.

THE LORRAINE LOOP, A NEW BELT FASTENER.

Since the ladies have begun wearing the long-waisted corsets, there has been an effort made by several manufacturers of belt buckles to secure a device which would produce the long-waist effect now considered so desirable by the feminine sex, and which will stay in position without pinning or sewing; this is accomplished by means of a simple artistic contrivance called "The Lorraine Belt Loop," an illustration of which is shown on this page. The effect of the loop is that of four pins with ornamental heads, but, in fact, it consists of two pieces of metal in loop form which are simply hooked together. The ribbon is passed through the loops, and the belt can be made larger or smaller, to suit any person or garment, and is held in its place perfectly by tension. By means of this device, the union of the belt is brought about two inches below the waist line, and it stays there without pinning the belt to the skirt. "The Lorraine Loop" is adapted to any width or style of ribbon or cloth belts. It requires no sewing, and is adjusted in a minute.

The article is controlled in Canada by Phillips & Wrinch, 5 Wellington street west, Toronto. The loop is made in silver and plate in a variety of designs and coloring, and is intended to retail at popular prices from 25c. up to \$1. The inexpensive nature of the device, as well as its practicability make it likely to be the most taking belt novelty ever introduced.



Phillips & Wrinch first drew the attention of the trade to this article in our Spring Number. From this advertisement, they inform us that they have received orders from all over the Dominion—from the Atlantic to the Pacific. Although only put on the market since the first of the year, nearly all the best trade in all the largest cities and towns have "The Lorraine Loop" in stock, and repeat orders have been coming in for some time.

If you have not already secured a supply, we would advise you doing so at once.

Woollen Departments



WE beg to draw the attention of our customers to the fact that at the January sales wool advanced 10 per cent., and, while we do not intend to advance prices while our present contracts last, we would urge the necessity of placing orders for your requirements immediately. We have already paid an advance on some lines, but have not altered our prices. You cannot make any mistake in placing good orders for "The Landslide" Coating, so well known in Canada, also "Fitzsimmons," and several other leaders which our travellers carry.

Please compare our 75c. Fancy Worsted Trouserings with anything on the road. You can order long lengths with perfect safety. Our general range, both in Imported and Canadian Woollens, is worthy of a careful examination; there is nothing to touch it in Canada or anywhere else.

Trimmings in every line to match cloths. All our Italian Cloths especially finished for us. We carry every requisite for completing a perfect garment.

The GAULT BROTHERS CO.

LIMITED

Wholesale Dry Goods


 Montreal.

Sole Agents in Canada for Fownes' Gloves.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England

Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto

CLOTHING AND WOOLLEN TRADE

THE POPULARITY OF HOMESPUNS.



HOMESPUNS are to be one of the leading cloths for the coming season, and in every season they form a fair portion of the trade, but, though they are handled day after day by merchants all over the country, very few know their origin or where they received their name.

The original homespun cloths were made on Harris Island, a small island some miles off the northwest coast of Scotland. Here the native women weave the cloth in the most primitive manner, and it is then shipped to British mills to be finished. These homespuns were made and used by the Harris islanders for many years before it was known to the outside world that cloth of such excellent qualities could be obtained there, and but for the lucky accident of a yachting party, among whom was a Scotch lord with a knowledge of cloth and its manufacture, being driven into the bay before the fishing village of St. Kilda, it is probable they would still be using the cloth merely for their own purposes, instead of, as at present, preparing it for the trade of the world.

When the homespuns were introduced into Scotland their success was instantaneous, and manufacturers of cloth tried in vain to produce the same quality of goods. The fame of the Harris Island fabric spread rapidly, and when the tailors in London heard of it they made investigations and sent agents to the island to procure it in quantities, and now a regular traffic is carried on with the makers there. Authorities on fine cloths say that the hygienic qualities of the atmosphere of Harris Island give the wool its fine quality, and the rough life of the sheep gives it the strength which makes the manufactured goods so durable.

The supply of these homespuns is very limited, and is always bargained for a long way ahead. The result of their popularity has been the making of a great quantity of goods of the same class. One of the favorite tests of the original article is a peculiar odor which comes from the fish that dry in the hut while the spinning is going on. Some manufacturers in Scotland and Ireland have even imitated this by the use of chemicals, so that the greatest experts have difficulty in telling the real thing.

Canadian mill owners some years ago went into the making of homespuns, and their goods are not to be excelled in British factories. This is a fact that is proven by the growing demand for Canadian homespuns, not only all over the Dominion itself, but in the British Isles and the United States.

DESTRUCTION OF WOOLLEN MILLS.

The Inglis woollen mills, at Inglis Falls, Ont., were completely destroyed by fire on January 28. These mills were operated by John Benner & Son for many years, but recently

by David Graham & Sons, of Inglewood, Ont. It was a large three-storey frame structure, valued at about \$2,500. The plant contained much valuable machinery, some of it being comparatively new. The building and half of the machinery belonged to Mr. Peter Inglis. About 20 hands were employed. There was insurance on both building and machinery.

A much larger and more serious fire occurred at Lambton, Ont., on January 19, when the mills of The Canada Woollen Company were burned, throwing about 60 employes out of work and entailing a loss on buildings and contents of about \$80,000. The fire originated in the drying-room, and spread rapidly in spite of the efforts on the part of the employes to combat it. The warehouses, containing about \$20,000 worth of goods were saved. During the past six months some \$40,000 worth of machinery had been installed, and the mills were about to start running night and day. It is understood that the loss is pretty well covered by insurance. The company wish it to be understood that arrangements have been made for the filling of all orders without delay.

AN INVENTION OF IMPORTANCE.

The daily press, in commenting on the decadence of Britain says that the great woollen and allied trades threaten to be revolutionized by an American machine now in operation at Bradford. It is the invention of an American lawyer named Drury, and is described as the simplest yet devised. The claim is made that it is capable of spinning the toughest yarns from asbestos or peat moss without difficulty. "What it will open up is not fully apparent," says The Bradford Observer, "but it looks as if the position at present occupied by Arkwright and Crompton in the world of inventors during the nineteenth century is to be superseded by Drury in the twentieth. How is it that this idea was left to a Yankee lawyer to bring out?"

THE CANADIAN WOOLLEN INDUSTRY.

Speaking of the present condition of the woollen industry in Canada, The Markham, Ont., Sun, says: "The industry is of vital force to the farmer. It touches him directly as no other industry does, and, therefore, the Government should hasten to provide a remedy. The necessity for action would not be so great in many other lines hence the great necessity for Mr. Fielding to provide a means of saving the industry.

"We believe in giving England the preference to all other people after Canadian people. Our policy should be Canada first. If that preference is going to injure home manufacturing then it is a menace to our people. The woollen industry being handicapped injure the farmers' market and consequently is felt directly."

UPWARD TENDENCY IN ENGLISH WOOLLENS.

The Manchester Guardian makes a comparison between the woollen industry of 1899 and 1900 in Great Britain. It says that 1900 was one of the most trying and anxious periods in the history of the Bradford trade, on account of the drop in price of fine wools, and that the nerves and resources of many Bradford firms were severely tested. It said a good deal for those concerned that the failures were very few. The piece trade was in no better condition. In yarns, although the year opened up well, it developed into one of the worst for spinners of fine yarns. In 1899 there was a boom in these materials, and prices went so high that cheaper cloths were preferred, and the yarn spinner and merchant had great difficulty in obtaining particulars on contracts, so that new orders had

Another Homespun Season is upon us.

The famous **OXFORDS** are the highest class procurable. They are so satisfactory, too, for both dealer and consumer.

Wholesale at _____

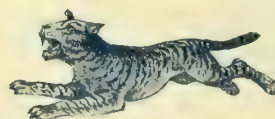
NISBET & AULD'S, Toronto.

Made only by . . .

Oxford Manfg. Co., Limited
OXFORD, N. S.

The Galt Knitting Co., Limited

GALT, ONT.



Samples for Fall 1901 now in
our several agents hands.



Underwear
Eiderdown Specialties
Shoe Linings



Truro Knitting Mills Co.

TRURO, N.S.

Where "Stanfield's Unshrinkable Underwear" is manufactured.

The best equipped and most up-to-date knitting mill in Canada, where your underwear wants will receive prompt attention.

Western Agents—

W. P. KING & SON,

43 Scott Street, TORONTO.

*The oldest Unshrinkable . . .
Underwear in the world is
Stanfield's.*

FIRE NOTICE.

M. SAXE & SONS

beg to inform their numerous customers throughout Canada that, notwithstanding the disastrous fire they had, all orders placed will be filled in good time.

AT PRESENT OUR ADDRESS IS

336 St. Paul Street

MONTREAL.

CLOTHING AND WOOLLEN TRADE.—Continued.

been confined to the smallest possible limit. A few specialties escaped the general downfall in yarn prices, but they did not affect the total of business. The exports for the first 11 months of the year 1900 were over 5,000,000 lb. less than in 1899, and about \$1,355,000 less in value. The low prices of December, 1900, were in all probability rock-bottom, and things seem to have taken a turn for the better.

GRIEVANCE OF MONTREAL TAILORS.

The Independent Tailors' Union of Montreal has sent the following interesting letter to the City Council :

"The Independent Tailors' Union beg to call your attention to a system which entails much hardship on respectable citizens, and to respectfully request remedial legislation on their behalf.

"Over one-third the clothing cut in Montreal is given out to people outside the city to be made up, principally by farmers' daughters, who do not depend upon such employment for a livelihood, and are willing to work for very low wages in order to obtain money to spend upon finery, etc.

"In consequence of this unfair competition, city workers employed in this way, who pay taxes and meet the obligations of citizens are unable for a considerable portion of the year to procure employment, and therefore suffer a great deal of distress.

"If manufacturers were compelled to have all their clothing manufactured in the municipality, garment-workers would not only be relieved from unfair competition, but the increased amount of work that would fall to them would tend to make employment steady and prevent the recurrence of periods of depression and distress. From a sanitary point of view a good deal might be said in favor of confining the manufacture of city-cut clothing to the limits of the municipality.

"We trust that you will see your way to adjust legislation requiring clothing manufacturers to give their contracts to city people, and thus provide employment for workers in our trade, and enable them to support their wives and families."

This is signed by D. Rose, the president of the union.

TORONTO MERCHANT TAILORS.

The Toronto Merchant Tailors' section of the Canadian Retail Merchants' Association have elected the following officers: Chairman, S. Bilton; 1st vice-chairman, S. Corrigan; 2nd vice-chairman, J. J. Ward; treasurer, A. Lochore; secretary, B. Saunders, jr. Mr. S. Corrigan and A. Lochore were elected as representatives on the Credit Reporting and Collecting Department for the coming year.

CUSTOM CUTTERS' ASSOCIATION.

The annual convention of the Custom Cutters' Association, of America (which includes both Canada and the United States in its scope) has just been held at Cincinnati. Several Canadians were elected officers: Henry A. Taylor, Toronto, being made president; L. C. Paupst, Dundas, Ont., recording secretary; and Thomas R. Sawyer, Toronto, corresponding secretary, while Messrs. John McLean, Toronto, and C. A. Nichol, Hamilton, were put on the executive. John Burton, Toronto, was made chairman of the practical work committee. Two gold medals were awarded during the session, one to Mr. J. J. Connell, of Columbus, Ohio, for best made garment, including style, cut, and workmanship. It was a skeleton-

lined sack coat. The special gold medal was awarded to Mr. J. S. Starling, of St. Catharines, Ont., for the best design in lady's garment, including workmanship and cutting. Mr. Taylor says the work on both garments was the best he ever saw. The next meeting will be held in Milwaukee, Wis., January 21, 1902.

The woollen section of the Manufacturers' Association held an informal dinner in Toronto on January 6, at which the question of adopting the metric system was introduced and discussed by Mr. Arthur Harvey, of Toronto, and Mr. Geoffrey Burland, of Montreal.

Mr. E. H. Wilson, of the firm of E. H. Wilson & Co., Markham, was elected reeve by the largest majority ever recorded in the town in the recent municipal elections.

B. L. Monkhouse has recently taken over the Ontario representation of Munderloh & Co., Montreal, and has removed to more commodious offices, 501 McKinnon Building, Toronto.



The costume shown in the above cut is made from French Printed Mousseliene de l'Indienne, shown by Brophy, Cains & Co.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather,
Manager.

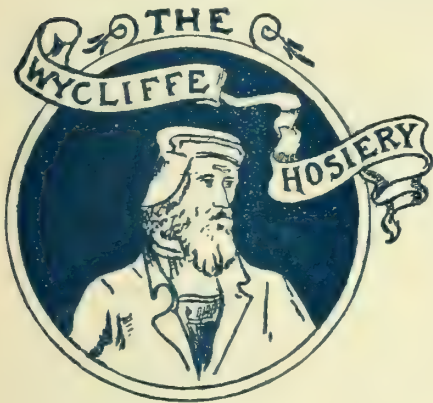
LONDON

Works: **LEICESTER** and **LUTTERWORTH.**

Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool.
Unshrinkable, has a first-class reputation,

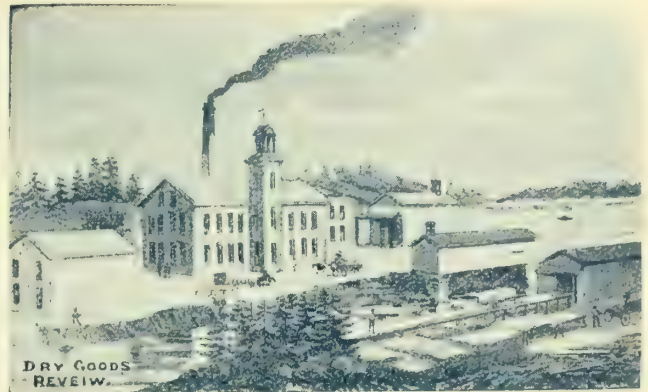


Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

HARRIS & COMPANY,

LIMITED

ROCKWOOD, ONT.



Pure Wool Only

TWEEDS, FRIEZES, HOMESPUNS

SPECIALLY MANUFACTURED FOR

LADIES' SUITINGS.

Sole Agents:

DIGNUM & MONYPENNY

27 Melinda Street,

TORONTO



ADVANTAGES OF DELTA FINISH

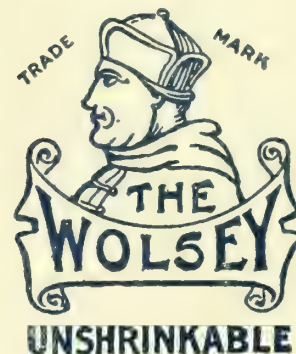
For Woollen Underwear.

1. Delta Finished goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out, and so is economical.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,

NEW BASFORD, NOTTINGHAM, ENGLAND.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

Features of Spring Trade.

JOHN MACDONALD & CO.

ORders for housefurnishing goods of all kinds have been keeping up splendidly during the months of December and January in spite of the backward weather, and the outlook is very encouraging for Spring. There is an increased demand for 4-yard wide linoleums this season, a convenient width to handle. The range of tapestry carpets shown is extensive, greens and crimson predominating. Some pretty effects in Bagdads and Roman stripes are shown for this season. A heavy assortment of lace, Swiss, tapestry and chinelle curtains are shown, which are in great favor with the trade. A new line of French hearth rugs, to retail at \$2, has attracted some attention. Wilton rugs are shown in flowered and antique effects in two sizes, to retail at \$4.50 and \$7. Notwithstanding the rise in price of white quilts, three lines are shown at medium prices, which are exceedingly good value.

Fancy pompadour combs, side and back combs, fancy hair clasps and fancy brilliant slides for millinery purposes are all selling fast, and are shown in many styles and designs. An extensive range of fancy hat pins, in gold, silver, crystal and jewel, are much favored by the millinery trade.

The men's furnishings department contains some special values in black cashmere half-hose that are worth looking after. A line of men's fancy braces, to retail at 25c., is another special shown. Two heights in the high turn-down collar are shown, to retail at 2 for 25c.

In woollen goods for ladies' wear, homespun are still in heavy demand, Oxford greys and blacks predominating. Boxcloths are selling freely for the late Spring trade, in all colors from the lightest grey to black. For nun's veilings, tweeds are in greater favor than they have been for several seasons, though fancy worsteds are still free sellers, and, in the outlying districts, probably sell better than tweeds. Belwarp serges, notwithstanding the many imitations and inferior goods on the market, still hold their own in the front rank. Trouserings are so diversified in style that it is hard to tell what is most in demand; small or wide stripes each have their admirers.

Grey and black vicunas will be the leaders for Spring overcoatings, though there will no doubt be some demand for light Venetians and coverts.

The dress goods department contains a large stock of laces and embroidery goods. Valenciennes, fancy cotton lace, orientals and lace balloons are shown in great variety, in ivory, butter, black and white. Lace collars of the new Renaissance style are shown in ivory, butter and white. A large range of guipure lace collars is also shown. Anticipating a big demand for black ribbons of all kinds, they have laid in stock a large range at all prices. The black velvet ribbons with satin or plain backs will be in as heavy demand as ever. Black taffeta silks are shown in special values. Three specials are also offered in plain black alpacas, to retail at 25, 40 and 50c. Colored cashmere is selling freely.

A large quantity of prints are being shipped for the Spring trade. New lines of cretons, art sateens, golden draperies and silkolines are selling well. Some specials in linens, napkins, tablings, towelings, etc., are being well received.

THE WYLD-DARLING COMPANY, LIMITED.

The newest things in fancy goods are the spikes for ribbon ends. These are about an inch and a half long, and hollow, so that the ends of the ribbons may be thrust into them. They come in a variety of patterns in gold and silver, the former being especially favored.

In belts, the latest novelty is the gilt belt, to retail for 25c. Patent leather belts are selling well, with either dome or gilt harness buckles. Small gilt buttons and gilt braids are very much in vogue for the present season. The demand for velvet ribbons, both cotton and satin back, continues strong and bids fair to run through the Summer months. A large variety of valenciennes in laces, edgings, insertions and all-overs are shown. The latest in all-over embroideries is a front for blouses, and shirt waists. They come in 9-yard widths, and retail for 50c. to \$1 per yard. For trade-bringers a lot of 50 patterns in embroideries is shown to retail at 5c. per yard.

A special in cotton hosiery is a line of Hermsdorf black goods, with split natural soles, to retail at 25c. The best selling dress goods of the season are plain facecloths, broadcloths, amazon cloths and satin cloths. Serges are also selling freely. Some specials are shown to retail from 25, 35 and 50c. upwards. Homespuns are still called for, but the great demand is for lighter weight goods.

They are offering some special lines in plaids for children's wear, in pure silk and wool, to retail for 50c. These include a fine range of colorings and are taking well with the trade. Wool delaines and finnetlaines are much in demand, and a large selection is shown here in dots, figures, paisley patterns, etc., which should meet with favor.

JOHN NORTHWAY & SON.

This house are showing a number of very stylish garments, which have just been completed during the past week or so, in Eton and blouse suits, made with the new postillion back and the latest flare skirts. The latest novelty in silk jackets is shown, and is an exceedingly attractive garment. The walking skirts are experiencing a heavy demand. A very complete range of these is shown, which will prove interesting to the retail trade. These garments are made of nothing but the newest and most fashionable cloths, including cheviots, serges, boxcloths, homespun and venetians, and their make and finish cannot be surpassed.

NISBET & AULD.

The better grades of Canadian tweeds have been steadily forging to the front. The sales of goods of Canadian manufacture that show, from their being made of pure stock, well put together and thoroughly shrunk, that they are Canadian-made, is telling, notably so in the Oxford Manufacturing Co.'s tweeds and homespun, the sales of which for the coming Spring have been three times as great as of any previous season. The home demand for these goods has been so great that British and American orders have been reluctantly refused.

Canadian fancy worsteds are another line that have experienced large sales from their merit alone. Several makes of these goods are intrinsically better value in the current prices here than like goods are in Great Britain, and the styles at popular prices are very much in favor of Canadian-made goods. They are showing a large variety of worsted serges of home make, and there is no better value to be had at medium prices than a Canadian blue worsted serge. In regard to imported serges, they are the sole selling agents in this country

Twentieth Century Cloaks.

Northway garments are the best garments a retailer can sell, because they keep their shape. Their shape stays. They do not easily lose their looks. They please the customer.

The retailer of Northway garments has less shop-worn stock than with ordinary garments. They are so well stayed and designed that they look good in the showroom. Their good looks make them sell easier than ordinary garments.

Northway design is all right. The styles are designed months later than imported designs. There is no guesswork. You get no dead stock.

Every Northway garment is made from good British cloth. Every garment is made in Canada. Repeat orders are easy to get.

The retailer of Northway garments gets a local reputation that brings him new customers. The good wear of the Northway cloaks pleases his old customers. They come back. His business gets bigger each season.

Northway price is all right.

John Northway & Son,

Limited

Shape-Keeping Garments.

Toronto.

FEATURES OF SPRING TRADE—Continued.

of Hamlyn Bros., Buckfastleigh, Devon, Eng., "Devonia" serges and worsteds. The two years' guarantee of color in these goods has had a great effect.

The run on black goods has been unprecedented, but they have kept up their stock in both men's and women's fabrics. Their specialty in dress goods, a 56 inch pure wool fabric, has had an enormous sale. The rapid growth of the ladies' tailoring cloth department has forced them to take in an extra flat for these goods, and the stock carried will be a surprise to visiting merchants.

Heavy sales are reported on their few ranges of high-class mercerized cotton goods for dresses, blouses and linings. These are not low-priced lines, but those that are not usually carried by the general dry goods house, and that are usually imported by the best retail trade.

They claim to carry the largest range of tailors' trimmings of any house in Canada, a claim that is substantiated by the fact that the wholesale houses invariably turn to them when sold out of a line for temporary relief.

THE W. R. BROCK CO., LIMITED, TORONTO.

In dress goods there has been, as was naturally expected, a most marked increased demand for black goods of every description. The W. R. Brock Co., Limited, Toronto, are receiving daily good orders for black cashmeres, lustres, crepe cloths, silk grenadines, in all of which they are showing large ranges of exceptional value. Also special numbers in various makes, such as: WH20, J8, and WD42, black serges; DF1 and G533, black cheviots; WD66 and D5, black poplins; AB1, J544, AM3 and WH17, black sedans; AM3, black imperial box cloths. They report big sales in fancy blacks as well, particularly in high-priced goods. Black chiffons, crepe de chine and French organdies are receiving more than ordinary attention. In fact, all black dress materials are selling freely, and the firm anticipate a shortage in many lines similar to the famine which is being experienced in England, which will be difficult to overcome, as manufacturers, both in England and on the continent, are crowded with orders, and some have already advanced prices, and even then will not undertake to execute orders, except at a very late date.

Apart from black goods, lines which are most in demand, and for which orders are coming in, are: Imperial friezes, homespun, camel's hair effects, and reversible skirtings. The Brock Company have a very extensive range of all the newest shades, etc., and have made for themselves a name in these lines second to none. They desire to call the attention of the trade to two of their greatest specialties for the Spring season, viz., all-wool tweed costume cloths and all-wool and silk tartans, both of which can be bought to retail profitably at 50c., though worth in the regular way 75c.

This firm have certainly managed to present a most beautiful collection of printed muslins, lappets, dimities, organdies, wool delaines, and French opera flannels, and that their efforts have been appreciated is evidenced by the constant flow of orders they are receiving, many of which are repeats which have been placed on account of the exceptionally quick sale of original purchases.

In silks, particular attention is drawn to the following lines, in addition to their large ranges of plain and fancies, which is the largest and most comprehensive ever offered to

the trade: Black jubilee peau-de soie, to retail at \$1.25; o 100, black taffeta, to retail at 50c.; o 91, colored taffeta, to retail at 50c.

The print department are finding a strong demand for mercerized cottons. Three ranges, M128, M129 and M130, are fine mercerized pongee to retail at 20c., a soft silky fabric; M131 is a schrimmered very bright finish, as glossy as satin, soft finish; M132, heavy weight schrimmered cloth. The two last retail at 25c. They come in royal blue, navy and black grounds, in spots, clusters and foulard designs. These are the cleverest things that have been shown in cotton fabrics, and sell on sight.

They also offer a fine print in 30-in. cloth in a full range of indigos, black and white, red, and light fancies. This cloth was bought in the grey and is confined to themselves. It is head and shoulders over any 10c. cloth.

The lining department report the demand strong on percalines for waist and skirt linings. Being a light fabric, strong and unstretchable, it makes an ideal foundation. They show two cloths, B18, to retail at 15c.; B20, to retail at 20c. These are old prices on both, as contracts were placed a considerable time since. No. 60 is a 54-in. black Italian, Kirk's permanent doeskin finish, of which they have secured 500 pieces, a stock lot from Bradford, at a much reduced figure. It can be offered at 65c., fully 20 per cent. below regular value.

In view of the millinery openings, val laces, veiling novelties, brussels nets, mechlins, all-over laces in white, ivory and black, bretonne spot, lace and net scarves, etc., are shown. Special prices in Victoria lawns are a feature. Note also clearing lines in white, striped and checked muslins.

Four leaders in handkerchiefs are: R52, a lace trimmed; T63 and D54, plain hemstitched; T64, hemstitched with satin striped border, can retail at 5c.

The fame of this firm in hosiery, gloves and underwear, has lead to an order from the West Indies. Early buying is advised in cotton hosiery. Two lines, "Slick" and "Rival," are away in value at to-day's prices. Special values in balbriggan underwear to retail at 25, 50 and 75c. Two lines of tartan-striped cashmere socks, "Hornpipe" and "Bagpipe," retail at 75c. a pair. In men's fancy shirts, the "Bird Series" with names from "Sparrow" to "Pee Wee," has caught on wonderfully. They retail at 50c., 75c. and \$1 each.

The Kingston merchants have a grievance and want the Government to recall all mutilated coins and pay face value for them. Other merchants besides those of Kingston are complaining against the nuisance of poor coin.

The Shop Seats Act in England seems to be working well. The secretary of the Early-Closing Association says it has greatly lessened the fatigue hitherto imposed on many girls and women. None of the predictions as to the displacement of female labor have been realized. Employers generally not only have placed no impediment in its way, but have willingly seen that its provisions are carried out. Several firms, indeed, had anticipated them. France has now exceeded England's example, for while the English Act provides one seat for every three assistants in places where goods are retailed to the public and imposes a maximum penalty of \$25, the French Act provides one seat for each assistant in places where goods are sold or manufactured, and penalties up to 1,000 francs may be imposed.



693

Thos. May & Co.

*Returned to
Mtl Office
10/2/07
no book no
pay* Montreal

Wholesale Millinery
and ...
Mantle and Costume
Manufacturers



Spring Opening

March 5th, 6th and 7th.

Thos. May & Co.

196 McGill St.

10 WELLINGTON ST. WEST
TORONTO.

MONTREAL



Montreal and Toronto, February 4.

THE SITUATION OF CANADIAN COTTONS.

THE cotton market has pretty well recovered from the severe shaking-up it received last year on account of the prices, and things seem to be resuming their equilibrium on the higher level of values. This is not coming about without a struggle, nor, indeed, without some changes. The wholesalers still find it difficult to get full prices for staple cottons, and those who had stocks enough on hand or had ordered enough ahead to keep them going on the old prices are still being prevailed upon to sell certain lines at prices below those quoted by the mills to-day. But gradually they are being worked out of old stocks and are being compelled to advance values to the new level. In the majority of lines the new prices are not hard to get, in some they are very difficult to get, and in a few they cannot be obtained at all. These last the wholesalers are declining to carry. To illustrate this last statement: A wholesale house has told us that a 12 cent line of sheeting had been struck off its list, as the mills had advanced prices so that it could not be sold under 17c.; the retailers will not pay this price. This means it has been found advisable to make certain changes in the goods handled in order to secure the best materials for the least money.

In fancy cottons the new prices are being paid. At first prints sold but slowly, but of late weeks the demand has been extremely encouraging. Country merchants were afraid of the new prices, but now that they are convinced that cotton fabrics will not recede for a year at least, and that present indications point to a low stock at the end of the season and a probable advance before May, they are ordering quite freely. Wholesalers report an exceedingly heavy business in prints this month. And the remarkable feature of the trade is that the demand is strong on new patterns and high class goods. The mills that have brought out the newest and most up-to-date patterns have seen their goods leave the wholesale houses first this year. The trade has shown distinctly that it is tired of the old checks and dots, and that it can appreciate the lovely imitations of silks and other high-class productions. The Canadian mills have learned this, and are directing more attention than ever to the importation of the newest patterns and the adoption of the most modern technical devices and discoveries. The Canadian public has shown that it can appreciate a good thing, and this year even shows a strong demand for it. The object now should be, not "how cheap," but "how good." Then there will be fewer cottons imported.

THE ST. JOHN COTTON MILLS.

Sympathy will be felt by the trade with the difficulties of the St. John cotton mills. The owners of these mills, Messrs. Wm. Parks & Son, Limited, presented a report at the meeting of the shareholders of the company at St. John, January 31. This showed liabilities of \$215,000, made up of \$138,000 on a mortgage due the Bank of New Brunswick (secured) \$50,000, bills payable, etc., \$27,000. The assets consist of the mills

valued at \$608,726, and stock in process, and supplies, \$40,000, total \$648,726. The cause of the present difficulty is the high price paid for raw cotton in 1899, and the heavy drain caused by paying off principal and interest of the mortgage. The mills have made no bad debts and their customers are the best houses in Canada. As the St. John mills are in neither of the big cotton companies and thus afford independent competition, it is hoped that the difficulty will be got over. The shareholders have authorized the directors to make new arrangements with the bank and other holders of the mortgage.

THE WOOLLEN MARKETS.

The London wool sales which closed February 2 have resulted in better prices for high-class stuff, so that the whole woollen situation should now tone up, although prices for the low-grade wools continue rather to fall than to rise. The sales began January 15, and there was a large attendance of both home and foreign buyers and good competition. Prices, as compared with last sales' closing rates, ruled for Australian merino wools on the average of fully 5 per cent. higher, some lots showing 7½ per cent. advance, others being but little dearer. Crossbreds of fine quality sold rather higher, but the lowest classes barely maintained their former level. Capes were in good demand and, like Australians, fully 5 per cent. dearer.

DRY GOODS THREAD PRICE LIST.

STANDARD—16-oz. lb. (in red boxes.)—Hanks.				
Genuine, Nos.....	25	30	35	40
Per lb.....	\$1 20	1 35	1 45	1 70
A. QUALITY—12-oz. lb. (in boxes)—Hanks. ½-oz knots.				
Genuine, Nos.....	25	30	35	40
Per lb.....	\$1 00	1 15	1 25	1 40
BEST "LAGAN" LINEN THREAD—				
12-oz. lb. (in boxes)—Hanks. 48 to box.				
Nos.....	25	30	35	40
Per box.....	\$0 52	0 58	0 65	0 75
"PASSAIC" LINEN THREAD—8-oz. lb. (in boxes)—Hanks.				
Nos.....	25	30	35	
Per box.....	\$0 32	0 35	0 40	
CARPET THREAD—16-oz. (in red boxes)—Hanks.				
3 Cord drab, green, black, white, brown	\$1 00 per lb.			
3 Cord red	1 05 "			
EXTRA STRONG BUTTON THREAD—"Fil au Grand Prix" \$1.20 per box of 48 balls, Nos. 30 and 40, black and drabs.				
WHITE LINEN FLOSS.				
1*, 2*, 3*, 4*, 72 knots to box, or assorted 1 to 4.....	\$1 05 per box			
LINEN THREAD ON SPOOLS.				
Black, drabs, { 3 Cord—200 yds.....	\$1 00 per doz. }			Nos.
W., B., and white { 3 "—100 ".....	60 " }			25 to 100
Machine 3 cord, 1, 2 and 4-oz. Spools, 16-oz. lb.				
Nos. 16	18	20	25	30
				35
				40
				50
				60
				70
				80
Lb.\$1 05	1 10	1 15	1 30	1 40
			1 55	1 75
			2 05	2 25
			2 60	2 90
GILLING THREAD—3 Cord—14-oz. lb. ¼-lb. balls.				
Nos.....	25	30	35	40
				50
				60
Per lb.....	\$0 77	0 90	1 00	1 10
				1 25
				1 50

COLONIAL CO.'S PRINTS FOR SPRING, 1901.

The price list of the Colonial Bleaching and Printing Co., Limited, for Spring, 1901, issued October 10, is as follows:

Prints—		Sateens—	
No. 29 cloth	5½	No. 51 cloth	12½
No. 38 cloth	7½	No. 47 cloth, mercerized	17½
No. 23 cloth	8½	Kitchener Tweed—	
No. 23 aniline	8½	No. 21 cloth	10½
No. 19 cloth	10	Flannels—	
No. 19 aniline	10	Colonial Flannel	8
No. 15 cloth	10	Kopje flannel	9
Ducks—		Twills—	
No. 28 cloth	10½	No. 18	8½
		No. 6	11½

THE MARKETS—Continued.**MAGOG PRINTS NEW LIST, SPRING, 1901.****STAPLE LINES.**

H. cloth	5½	HHH. heavy cloth	10
No. 1 cloth	6½	AAA. heavy cloth	10½
No. 2 cloth	8½	C cloth	10½

INDIGO—Special.

S.C. Indigo	8½	XXX. Indigo	11
D.C. Indigo	11	G.C. Indigo	13

FANCY LINES.

N.N. sateen	11	Ex heavy moles	21
A. duck costume	8½	Salisbury costumes	8
Princess piques	11½	Summer suitings	9
A.A. duck costume, indigo	10½	N.B. costumes	9
A.A. " " aniline	10½	Twill cretonne	8
C. duck costumes	12	Ottoman cretonne	10
X.X. K. skirting	11½	Oatmeal cretonne	11½
Moreen skirting	11½	Crash suitings	12½
H. drill	12½	M. 2 linenettes	10
Ladas tweed	12½	C. linenettes	12
Saxony suiting	15	Sateen cretonne	
Heavy moles	17	Embossed skirting	10

SLEEVE LININGS.

No. 11, sleeve linings, 39-40 in.	No. 44, sleeve linings, 39-40 in.
No. 22, " " "	No. 22, X " "
No. 33, " " "	Emboss ed " "

The above list is dated October 6.

THE AFFAIRS OF THE ST. JOHN COTTON MILLS.

THE report to the shareholders of Wm. Parks & Son, Limited, St. John, N.B., says:

The position of the company is as follows:

LIABILITIES.

Due Messrs. Jones & Turnbull on their mortgage, with interest paid to November 10, 1900, \$133,500; interest and expenses, \$4,500	\$138,000
Due to Bank of New Brunswick for advances, secured by stock of cotton in process and supplies in mills	50,000
Bills payable and open accounts	25,000
Taxes and water assessment	2,000
	\$215,000

ASSETS.

Land, building and machinery in the two mills of the company ..	\$608,726
Stock in process and supplies	40,000
	\$648,726

The cause of our present difficulty is that we were unable to secure our supply of cotton in the Summer of 1899, when it was at a low price.

If we had been able to buy a sufficient supply of cotton when we had decided that it was judicious to have done so, our profits in the past year and a half would have been \$100,000 more than they have been, and our financial position would have been good.

We understand the other cotton mills in Canada bought a large supply of cotton at that time, and have made large profits since, while we have had to compete with them, paying from 2½ to 5c. per lb. more for our cotton.

Our mortgage to Messrs. Jones & Turnbull was placed in January, 1893, for \$200,000 at 7 per cent. interest, with a bonus of \$11,764.70.

We paid off \$40,000 of the principal and the bonus during the first 12 months. We paid off \$30,000 in the second and third years, reducing the loan to \$130,000.

The interest has been paid up regularly each quarter and is not now overdue.

This amount of \$200,000 was not sufficient to pay all our indebtedness and left us short of working capital, and having to pay back so much of the loan in the first three years has left us with a very insufficient capital to work the mills to advantage.

Messrs. Jones & Turnbull have given us notice that they wish to have this mortgage paid off, and have commenced foreclosure proceedings.

Owing to these proceedings the Bank of New Brunswick has declined to advance us any more money with which to run the mills.

Our business is in a healthy state so far as the quality of our goods and our transactions with our customers are concerned.

Our customers are the best wholesale houses in Canada. They are satisfied with our goods and place their orders with us freely.

Our sales during the first six months of the past year were \$50,000 more than in previous years. We made no losses by bad debts during the past 12 months.

In view of having something definite to put before this meeting, we have obtained from Messrs. Jones & Turnbull an option upon their mortgage, which provides for their accepting a new mortgage upon the property for \$100,000, at 7 per cent. for five years.

Mr. Delfosse, of Delfosse & Co., Montreal, is starting on a trip to the Maritime Provinces, and will show a lot of new lines in window fixtures and showcases.

If you have not as yet placed your order for



No 725.

Ladies' Waists

SEE OUR SAMPLES

as they are unsurpassed for beauty and workmanship.

These goods are second to none for value.

We are now in a position to give prompt and careful attention to all orders entrusted to us, and guarantee all our work a perfect fit.

Correspondence solicited, which will have our prompt attention.

THE NEW YORK SILK WAIST MFG. CO.

10 St. Helen St., MONTREAL.

BROWN, GRAHAM & CO.

Also London and Manchester.

37 GLASSFORD STREET, Glasgow.



Flag and Handkerchief Makers and Specialists.

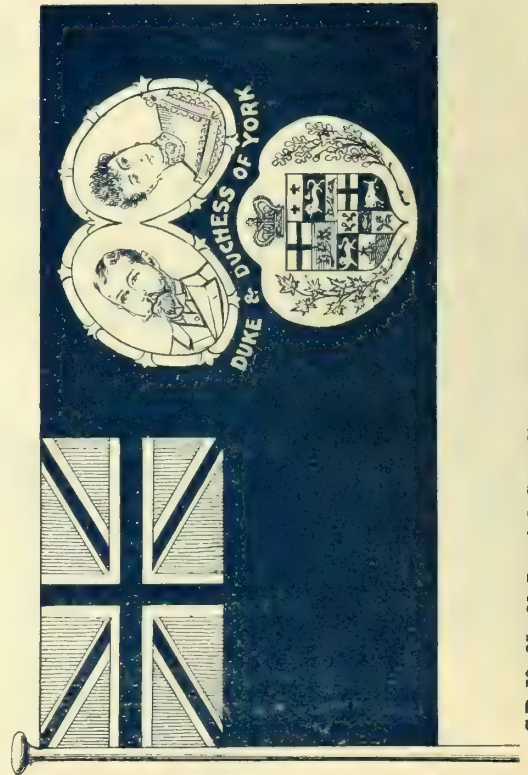


LARGEST RANGE OF COTTON FLAGS IN THE KINGDOM AT LOWEST PRICES.

QUEEN'S BIRTHDAY and Duke and Duchess of York's Visit Celebrations

NOW IS THE TIME TO ORDER YOUR SUPPLIES SO AS TO HAVE THEM IN TIME.

Special Picture CANADIAN AND UNION JACK FLAGS as below :



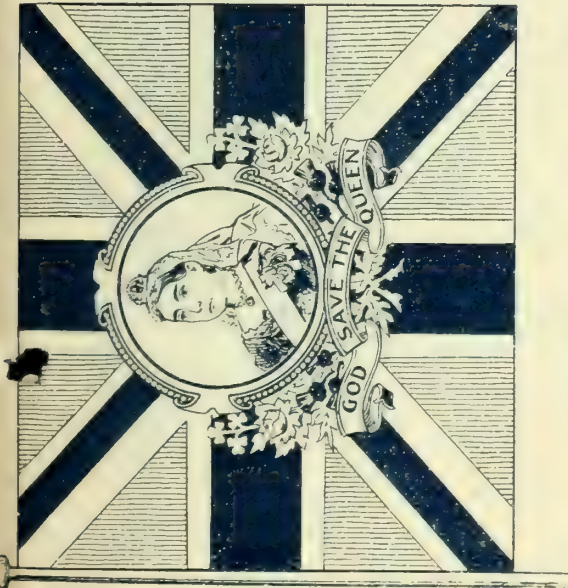
CP 70-35x22 Special Canadian Duke and Duchess of York Flag.

CP 71-30 x 18 Same design.

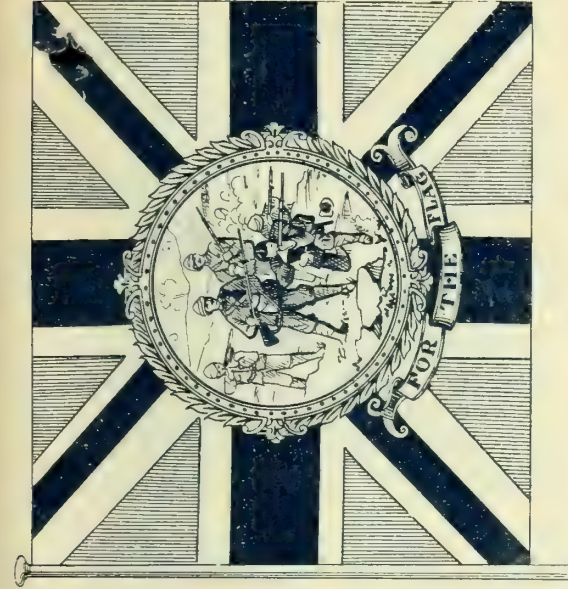
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add. Remains 8/2/12 see cut
book 2 page 47*



CP 52-35x24 Special Canadian Soldier 1 Hemmed



J P 51-27 x 23 Picture Queen Jack.
Hemmed.



J P 60-27 x 23 Soldier Jack.
Hemmed.

GENERAL FLAGS FROM 13 x 9 SIZE UP TO 50 x 72.

Our Sets of Samples and Illustrated Lists are in the hands of all the Wholesale Houses.
ASK TO SEE THEM.

Also Red, White and Blue Stripe Decoration Cloths.

Any Wholesale House wanting our Samples and Lists can have them at once on requesting them.

STOCK--We hold some of a few numbers for convenience at our TORONTO Agents' office:

MESSRS. R. FLAWS & SON, Manchester Buildings, Melinda St.

—Also Regular and Job Lines of all classes of Handkerchiefs and Piece Goods in great variety.
—PUBLISHED BY FAVOR US WITH A CALL WHEN OVER.

Features of Spring Trade.

THE W. R. BROCK COMPANY, LIMITED MONTREAL.

THE W. R. Brock Company, Limited, are showing in their dress goods department a very nice range of plain, spot and figured flannels, as well as challies, lustres, ladies' cloth, serges, cashmeres, homespun and velveteens. This firm have done an immense trade in whitewear, blouses and wrappers; they claim their values are well worth seeing.

Cotton hosiery was stocked before the rise and some good values are to be found in this house. Large orders for these goods have been booked already. Plain and ribbed cashmere hosiery are shown at popular prices and extra spliced knees are to be found in special numbers.

In underwear special features are shown in men's and boys' balbriggan and natural wool underwear, some lines of which are controlled by this firm. The trade should not buy before seeing this range.

The W. R. Brock Company, Limited, have always occupied a top-notch position with their fabric gloves. As usual, their range of thread taffeta and pure silk gloves for the coming season is large and comprises all styles and colorings in values positively ahead of anything in the market. The staple department is opening out its first shipment of its famous "103" print.

The W. R. Brock Company, Limited, Montreal, have now received their magnificent new range of 1901 Spring laces, and solicit an inspection of their values in all makes—valenciennes, duchesse and insertions, point d'irlande, guipure, torchon, oriental, tatting and silk laces. Their new range of cotton torchon laces is the finest ever shown by them. Each pattern is shown in all widths, and in all the leading colors. They also draw attention to their real hand-made torchon laces. They keep an especially select assortment of these always on hand. All-over laces, a feature of their last year's business in this department, bid fair to outdo themselves during the coming season.

The W. R. Brock Company, Limited, Montreal, would ask their customers to wait and see their samples of dress lappets, muslins and lawns. They have this season the most carefully-selected dress muslins of every description they ever showed, including checks, spots, stripes, open work, crinkles, knotted effects. They also have a large range of these goods in black. They always keep stocked with full ranges of Victoria, Persian, Egyptian and India linen lawns, nainsooks, mercerized lawns. Their all-over tuckings and apron lawns are worth an inspection.

THE GAULT BROTHERS CO., LIMITED.

The Gault Brothers Co.'s woollen department maintains its reputation. Their range of Belwarp serges, twills and mixture twills is larger than ever this season. These goods are becoming better known and more popular every year. The public appreciate the lion holding a bell on the stamp, as it tells them that the manufacturers guarantee the cloth. None genuine unless stamped. Every dealer should see that the travellers show him the "Victory," "Viking" and "Yale" serges.

There are a few pointers on twill botany worsteds worth taking account of. 3111 in black and blue; Fitzsimmons in black and blue and light blue; Landslide in black, blue, light

blue and indigo; and Drummond, 2246, in black and indigo, are specialties for the season. They are carrying a good range of "shower-proof" covert cloths and herringbone worsteds for Spring overcoats. Scotch cheviots are selling well for the same purpose. Their 56 inch dress serges for ladies' wear form the marvel of the season, so far as values are concerned. The firm take some pride in saying that they beat even their own record with their large, fine stock of 54-inch ladies' costume cloths.

The Gault Brothers Co.'s smallware department is well equipped to meet the season's demands. Paris muslins are in stock. Being white and softer than organdie muslins they bid fair to displace the latter to a considerable extent during the coming run on soft and light mixtures. Royal Shetland floss continues to constitute one of the leading lines in this department. Quite a demand is being experienced for velvet belts, and beaded or jet belts are still in vogue. Quite a lot of elastic belting is being sold, people preferring to attach their own buckles. "Ascot" veiling is now a popular article, the feature of it being a large black spot on plain ground. Fancy neck frillings and ruches for dress and cape trimmings are now in stock, as well as a range of black and colored plaitings for dress trimmings. "Crescent" brand wrappers, skirts and whitewear are shown in great abundance. Some special drives in box lots, assorted patterns and widths, are the feature of the lace and embroidery department.

Their range of Nottingham lace and Irish point curtains is still complete. The new Florentine curtain has struck a popular chord. Special note might be made of their 72½c., \$1 and \$1.25 lines of Nottingham curtains.

VICE-PRESIDENT R. W. MACDOUGALL.

Mr. R. W. Macdougall, managing director of Gault Brothers Co., Limited, who has been elected by acclamation to the 2nd Vice-Presidency of the Montreal Board of Trade, is well qualified to fill the position with credit to the board and himself. For 10 years he has been a member of the board, and during the last two years he has occupied a much coveted position on the council. While he has always regarded it his especial duty to represent the dry goods trade and guard its rights, he has evinced a broad-minded spirit that has fitted him in the eyes of Montreal's commercial public for one of three highest positions. In time we may expect to see him gracing the presidential chair, and he should see to it, now when a new building is being erected and new fittings installed, that a chair is installed which will befit his dignity when he attains to the high honor.



FOR YOUR SPRING OPENING



you want **NICE FIXTURES**, such as Hat Stands, Dress Goods Stands, Silk Stands, Mantle Racks, Haberdashery Frames, Triplicate Mirrors, Glove Displayers, Counter Show Cases, Show Stands, etc., etc.

We have a very large variety of

Fine Wax Figures

which are guaranteed not to melt. Our price for the Spring will start from \$17, including 1/2 bust.



Large variety of _____

**ARTIFICIAL
FLOWERS**

**PALMS and
PLANTS**

Delfosse & Co., Importers and Manufacturers, 1782 Notre Dame Street, **Montreal.**
WRITE FOR OUR DESCRIPTIVE CATALOGUE. WHOLESALE ONLY.

The Lorraine Loop

Patented January 1901

**"The Belt Novelty
of the Season."**

If you handle Ladies' Belts you cannot afford to leave the Lorraine Loop out of your stock.

Sales in Canada and United States for January 1420 dozen per day.

We have all the Latest Designs in

RIBBON ENDS AND SPIKES



WRITE FOR SAMPLES.

Come in and see us when in the city for the

Millinery Opening.

PHILLIPS & WRINCH, 5 Wellington Street, W., **Toronto**

Sole Distributors

OTTAWA—193 Sparks Street.

QUEBEC—III St. Joseph Street.

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FOR UP-TO-DATE BUYERS.

"The Manufacturers' List Buyers' Guide of Canada" is just out of press, improved, enlarged and more valuable than ever to manufacturers and merchant buyers. It is a thoroughly Canadian publication, no advertisements appearing but those of our own manufacturers, and all the articles mentioned in the book may be obtained from Canadian houses.

All men in business, whether small or large buyers, can profit by the information given in this book. It tells where to obtain any article that a buyer may want. About 22,000 articles are indexed in the book, and the names of 7,800 manufacturers are alphabetically arranged for addressing purposes, giving the kind of factory of each. Not included in this, and also arranged alphabetically and classified, are 350 butter factories and creameries, 800 cheese factories, 250 fish, lobster and salmon packing houses, 150 electric light plants, 45 steam railway corporations, 500 shippers of grain, eggs, etc. Another valuable list is that of the classified manufacturers. In this 4 995 classes of goods are enumerated alphabetically, with the different makers of each below them. Altogether there are over 10,000 manufacturers named in the book.

To obtain the technical information contained in this book for classification it was necessary to visit each factory personally throughout the Dominion, as in no other way could it be gathered so completely and intelligibly.

It is well printed, and bound in a strong cloth cover, stamped in gold, contains 483 pages, 8 x 10, and is sent to any place in the Empire on receipt of \$5. The Manufacturers' List Co., 34 Victoria street, Toronto, are the publishers and proprietors.

The Department of Trade and Commerce has, through the King's printers, ordered a sufficient number of copies of this book for distribution among the Canadian commercial agents in Great Britain, Australia, South Africa, Norway and Sweden, Trinidad, Argentine Republic, etc., also copies for the Glasgow Exhibition and Imperial Institute, London.

A TIMELY LINE OF FLAGS.

The flag season this year, owing to the accession of the new King, will be a larger factor in trade than ever. The line of cotton flags, advertised elsewhere in this issue by Brown, Graham & Co., of Glasgow, whose Canadian agents are R. Flaws & Sons, Toronto, includes several picture flags, which are a valuable and taking feature of decorations. These are specially suited to the Canadian trade, and the two numbers CP70, the Duke and Duchess of York flag, and CP52, the Canadian soldier flag, have the Dominion coat-of-arms. In fact, the announcement is timely, as our readers on referring to it will see.

The Penman Manufacturing Co., Limited

MILLS AT

*Thorold,
Coaticook and
Port Dover.*

HEAD OFFICES:

... PARIS, ONT.

Manufacturers
of

**KNITTED
GOODS** of all
descriptions

INCLUDING

Ladies' and Gentlemen's Underwear
in Cotton and Wool, Hosiery, etc.

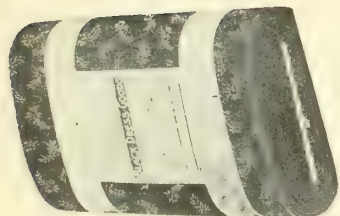


SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

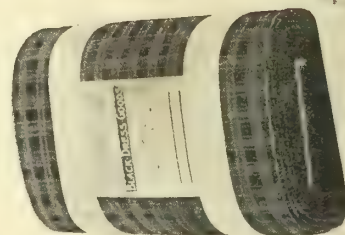
Crescent Brand

BLACK DRESS GOODS

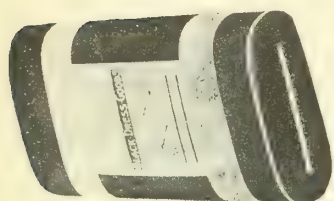


Biarritz

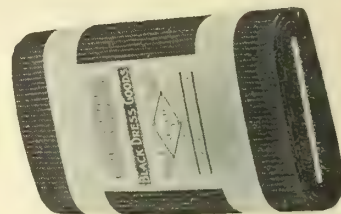
In a great variety of
textures besides those
mentioned. ❁ ❁ ❁



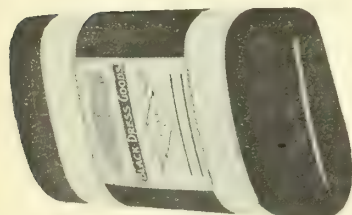
Venetians



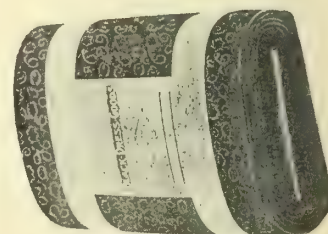
Grenadines



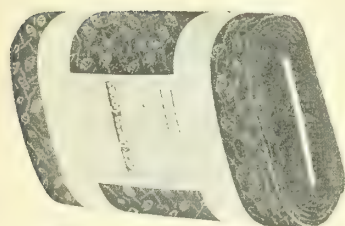
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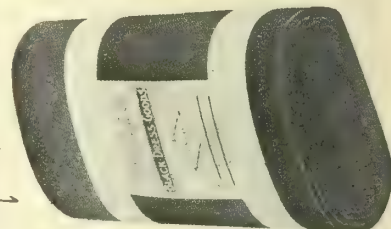
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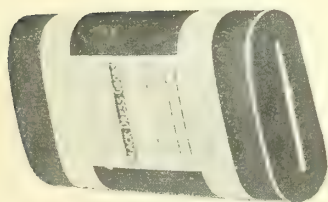
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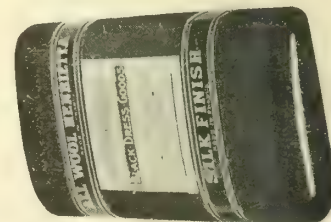
Mohair Figures



French Voiles



Figured Lustres



Henriettas

Our Own
Registered Brand

JOHN MACDONALD & CO.,

Wellington and Front Streets East,

TORONTO

Handwritten notes:
True Dressed
60
14 1/2 reel cut - both - p. 60
all of this and more



VOL. XI

MONTREAL AND TORONTO, MARCH, 1901.

No. 3.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory:
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

THE LEADING FAVORITES

IN DRESS GOODS
FOR SPRING WEAR are

PRIESTLEY'S

Crepoline Cords, Corkscrews, Crepe De Chines,
Eudoras, Mignonettes, Poplins.

Selling Rapidly—better get your orders in while they last.

S. GREENSHIELDS, SON & CO.,

Sole Selling Agents.

Montreal and Vancouver.

TO MANUFACTURERS

Lister & Co., Limited

Manningham Mills, BRADFORD.

Silks—For Blouse Waists, Ties and Evening Dresses.

Sealettes—For Mantles, Caps and Gauntlets.

Silk Plushes—For Furniture and Upholstering.

Mohair Plushes—For Railway and Street Cars, and
Upholstering of all descriptions.

H. L. SMYTH & CO., Montreal and Toronto.

Sole Agents for Canada.

WYLD-DARLING

COMPANY, LIMITED.

A Few

of our

**Strong
Features**

for

Spring

which no Dry Goods buyer in the market should overlook :

Exclusive designs in **Printed Mercerized Foulards.**
The new colorings in **Rayo Mercerized Sateens.**
Specialties in **Imported Oxfords, Cretonnes** and
Art Muslins.

**In Canadian
and
Imported
Prints**

} we offer the largest
range of choice de-
signs and novelties
we have ever shown.

**All departments
now fully
assorted with
complete stocks.**

ORDERS BY MAIL FOR GOODS OR SAMPLES RECEIVE PROMPT ATTENTION.

WYLD-DARLING CO., LIMITED, TORONTO

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER, B. C.

We want to tell you again
that our

SPRING STOCKS

are complete in every department.

If you have not already seen our samples,
you're losing money by it---

We have goods that will bring you

Business and Profits.

We also want to repeat our invitation to our many friends to visit our city this Spring when we can show them personally the values we have to offer.

RYLANDS & SONS

LIMITED.

MANCHESTER, ENG.

Cotton
Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

Horrockses, Crewdson & Co.

COTTON SPINNERS ^{AND} MANUFACTURERS. LIMITED



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

Save Claims for Damages

*By insisting on all Spring Dress Fabrics
being*

"PIRLE" Finished

Then they will not COCKLE or SPOT with rain.

Particulars from

E. RIPLEY & SON, LIMITED

Bowling Dye Works,

Bradford, England.

Two Hosiery Specialties :

CARTWRIGHT & WARNERS'

CELEBRATED

"Squirrel Brand"

HOSIERY and UNDERWEAR.

"Queen" (the leading English ladies' paper) says : "The name of Messrs. Cartwright & Warners enjoys such a long-established reputation for excellence in the manufacture of hosiery and underwear, that an experienced shopper is always ready to accord an appreciative welcome to any of their new productions. Among their numerous improvements to-day is the development of a new process known as the 'Premier Finish,' which, applied to woollen hosiery and underwear of all descriptions, renders them not only soft and elastic in texture, but *thoroughly unshrinkable in washing.*"

Combinations, Drawers, Vests, etc.,
bearing this stamp :



are absolutely unshrinkable.

"Monodye"

(Registered)

HOSE and HALF-HOSE.

ALL-WOOL—FAST BLACK—
UNSHRINKABLE.

Will not turn green with wear and washing.

"Womanhood," October, 1899, says : "The 'Monodye' Stockings are black all-woollen stockings, in the production of which a great difficulty has been overcome. It has hitherto been found impossible to dye black pure wool stockings in such a way that after repeated washings they do not lose color, most looking quite green after they have been several times through the laundress's hands. The 'Monodye' stockings are however, perfectly black, and will remain so after any number of washings. They are also quite unshrinkable, and it is a sufficient guarantee of their excellence that they are manufactured by the firm of Cartwright & Warners, one of the oldest established firms of woollen manufacturers in England. The same firm make the 'Premier Finish' (Squirrel Brand) of all-woollen combinations and underwear."

Cartwright & Warners, Limited, Loughborough, England

Canadian Agents: R. FLAWS & SON, Manchester Buildings, Melinda St., TORONTO.

"Spring Openings."

Buyers visiting Montreal for the Millinery and Dry Goods Openings will find it to their advantage to inspect our immense stock of **Novelties in Trimmings, Laces, Silks, Velvets, Veilings, Sequin Nets, Dress Goods, Etc.,** and the numerous lines which make up the largest stock of **Fancy Dry Goods** shown in Canada.

"LETTER ORDERS SOLICITED."

The Lace Warehouse of Canada.

Kyle, Cheesbrough & Co.,

16 St. Helen Street

MONTREAL, Que.

THE MILLINERY SEASON.

How Money is to be Made.

YOU will have new and stylish goods, of course. But the best end of your profit will come from seeing that goods on hand are fit for sale.

We have attained a large degree of perfection in the dyeing and cleaning of feathers. Ask your brethren in the trade. We get business from the dry goods merchant and the milliner from all parts of the Dominion—and we believe that we give satisfaction—practically in every case.

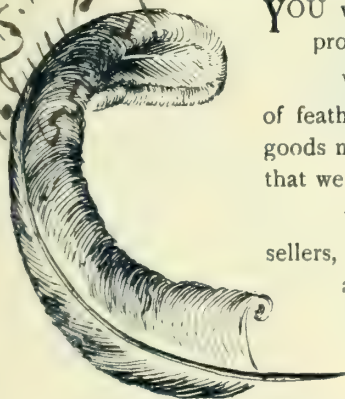
You have a stock of ribbons on hand that do not count for much as sellers, but if you send them here we will dye them to the new Spring shades and they can go into your shelves along with the new goods.

Our works are the largest and best appointed in Canada. We employ the most skilled workpeople, and the whole business is carefully supervised by the principal of the firm—himself an experienced and practical dyer.

R. PARKER & CO.,

HEAD OFFICE AND WORKS: 787-791 Yonge St.
MONTREAL BRANCH: 1958 Notre Dame St.

Dyers and Finishers, TORONTO



PATENT LOCK STITCH HOSE

For MEN, WOMEN and CHILDREN.

TRADE MARK



10 FOLD KNEES and
6 FOLD ANKLES.

IMPORTANT NOTICE.

Any hose not stamped with
this registered trade mark are
a spurious imitation and not
the genuine lock-stitch.



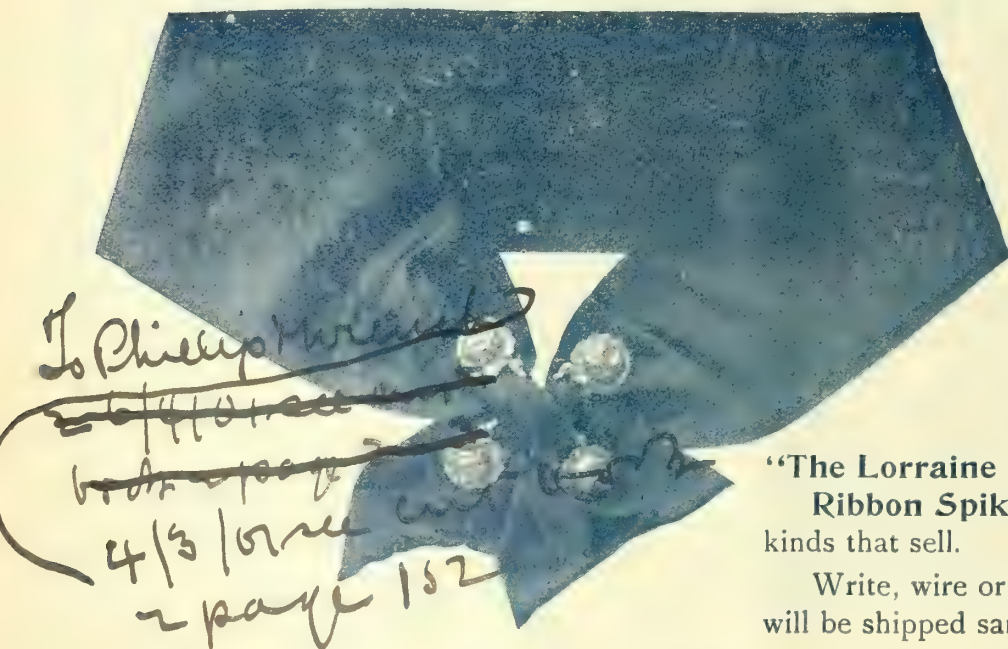
REGISTERED No 31

WILLIAMS & BELL

MONTREAL

—ASK YOUR WHOLESALE HOUSE FOR THEM—

"The Men Who Set The Belt Fashions."



The Lorraine Loop

Patented January 1901

Is controlled and sold
only through us. Dry
Goods and Departmental
Stores everywhere sell

"The Lorraine Loop."

Ribbon Spikes and Ends. We have the
kinds that sell.

Write, wire or telephone your orders; they
will be shipped same day as received.

PHILLIPS & WRINCH, 5 Wellington Street, W., **Toronto**

Branches in Ottawa, Montreal and Quebec.



TO BE HAD FROM THE LEADING WHOLESALE HOUSES

The W.R. Brock Company, (Limited)

TORONTO and MONTREAL.

Are showing many lines in their . . .

Dress Goods

— AND —

Silk Department

which will be of interest to Milliners and Dress Makers, and include special values in

Chiffons, Crepe de Chine, Mousseline de Soie, Soyeuse, Silk Grenadines, Silk Velvets, Velveteens, Black and Colored Taffetas, White, Cream, and Black Duchesse Satins, Fancy Blouse and Trimming Silks, representing all the newest makes and shades.

Also Dress Materials in greater variety of *Design, Weave* and *Color* than ever heretofore.

A VISIT TO THIS and OTHER DEPARTMENTS OF THE HOUSE IS SOLICITED.

THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, MARCH, 1901.

No. 3.

MODES OF THE MONTH IN LONDON

Our Special Correspondent Writes of Present Fashions and Styles.

LONDON, ENG., Wednesday, Feb. 20, 1901.



I was with very great pleasure that I received an invitation to contribute to THE DRY GOODS REVIEW a monthly letter on London fashions, for I lived for several years in the Queen City, as well as in Montreal, and have many pleasant recollections of old Canadian friends. But the pleasure

is tinged with regret that my initial letter should be written at the moment when the whole of England is mourning the loss of the greatest woman of the age.

That England mourns her "well-beloved" Queen with heartfelt sincerity is to be seen by the fact that from the highest to the lowest of the land there is scarcely a man or woman on whom one can see a note of color. And this is the reason why I find a difficulty in writing a fashion article this month, because trade, except in mourning goods, is practically at a standstill. There is, however, no necessity to alter one's undergarments, and of these I can speak definitely, having made careful inspection of the goods at some of the leading wholesale houses.

THE FASHION IN PETTICOATS.

Never mind how quiet and sombre may be our outer garments, our petticoats must be "fussy and frivolous," as I saw some of the new skirts described in a fashion paper recently.

For day wear they are almost all cut with a shaped flounce set on without any fullness, and generally headed with a piping. Sometimes these flounces are simply stitched at the hem with many rows of stitching, and sometimes they are trimmed with rows of gathered fancy baby ribbon interspersed with

rows of machine stitching so fine as to look almost like a straight line.

This stitching more often occurs on alpaca or on a sort of fine poplin material than on the thicker stuffs, which are generally watered.

One skirt for day wear which I greatly admired was in a delicate shade of heliotrope. It was made with the usual shaped-flounce (the French call this the "Volant" skirt), and the flounce was set on with the usual piping. It was about eight inches deep in front and 16 at the back. The lower edge of it was trimmed with a fancy black and white satin ribbon (very narrow) gathered on fully, then a plain band of black satin followed above it, to be followed, in its turn, by another row of ribbon. This was continued half way up the flounce, and the result was excellent. For evening dress the petticoats are most elaborate, more so, I think, than they have been for many years.

I was stitching one the other day which was cut in Vandycks about halfway from the waist to the foot. Each of these Vandycks covered a line of valenciennes insertions above the double frills of the same lace (with a tiny beaded heading which outlined them). Then, still another frill of lace fell beneath these points. It was an exquisite skirt, but, I am sorry to say, it positively trailed on the ground, and I could not help wondering how it would look after seeing its first night at the opera, or, worse still, at a ball!

Satin petticoats are often painted with flower designs and edged with gold braid above a deep lace flounce, or, again, they are cut around the edge in the patterns of the flowers and hemstitched with gold thread. Below come rows of accordion-pleated frills matching the colors of the painted flowers.

The best skirts are always continued to the very bottom under the flounces, and generally edged with a fine silk cord.

This has the double advantage of setting the skirt well out, and also protecting the edges of the flounces.

LINGERIE.

To pass from petticoats to lingerie is but a small step, but one that is most important nowadays.

As regards corsets, the straight-fronted ones are gradually commanding respect. A great many foolish people believed that it would be almost an impossibility to wear these corsets without dislocating one's spine, and I know that that absurd idea is still held by many women. But anyone who has once worn these corsets will recognize at once that they are not only comfortable, but really hygienic.

Personally I find them absolutely comfortable, although I scarcely ever wore corsets for 30 years of my life, and felt miserable in those other ones which press into one in the very spot where one wants to digest one's dinner! And, of course, it will be necessary to wait and see if these corsets will "take on" (as people say over here), before we can fairly predict the shape that the waists are to assume for the coming season.

Chemises and combinations are now being made with ribbons over the shoulders which can be untied for evening dress and so save the bother of undressing oneself before dressing for the evening.

With gowns which only make a pretence of covering one's shoulders (and do not always rise to that!). These new chemises will be found very acceptable. The insertion and lace edging most often make a square front and back, just rising a little in front and behind the arms to be connected by the ribbons to be tied (or untied) over the shoulders. Combinations in cotton and wool are treated in the same manner, and, of course, they look very pretty.

Ever since we have been told that blouses and shirt waists are going out we have also been informed that plain stockings are to be a thing of the past, and yet they still sell. To a woman of refined mind there is nothing more acceptable than a plain black stocking. According to the length of her purse, it can be of purest silk, of lisle thread, of cashmere, or even of common cotton! But it is always neat and unobtrusive, and for this reason I find, upon inquiring at the leading hosiery stores, that, in spite of all the elaborate hosiery that has been thrust upon us recently, the plain black stocking still sells the best.

MARY IVERY.

A new dry goods store has been opened in St. John, N.B., by C. B. Robertson, late of the firm of Daniel & Robertson, of that city. It was formally opened on February 22, and, if the success of the store can be judged by the attendance, there is no doubt but that it is to enjoy a satisfactory share of trade. The store is well lighted and airy, and is finished in white and gold. The incandescent lighting is of the latest plan, the lights being in clusters of three, with reflectors. Mr. Robertson has had many years' experience in the dry goods business and his business ability is well known. The opening day gave customers an opportunity to inspect a fine line of dry goods. As an advertisement of his opening Mr. Robertson offered goods at wholesale prices for three days, Thursday, Friday and Saturday, beginning the next week by selling at the usual prices.

THE LORRAINE LOOP IN DAWSON CITY.

THE people of the Klondike are not slow in "catching on" to new things. A shipment of Lorraine loops has already been sent to Dawson City. Phillips & Wrinch inform us that they forwarded a good-sized order to that place some few days ago, and expect repeats before long. The Lorraine loop is now sold in nearly all the dry goods and departmental stores, from Sydney, C.B., to Dawson City. It has been adopted by the leading belt manufacturers, being the only device which will produce the results demanded by the trade.



"L'Aiglon" Belt—Made with the Lorraine Loop.

With the Lorraine loop all the newest effects in belts can be made by simply passing the ribbons through the loops. The loop holds the ribbon firmly without pinning or sewing. By the use of the Lorraine loop any size belt can be obtained by simply sliding the loops upward or downward. The illustration in this issue shows the Lorraine loop made into the "L'Aiglon" belt. Phillips & Wrinch illustrate on page 6 another design which produces the dip effect. It brings down the belt in front, giving a graceful and symmetrical effect to the figure.

Gold Braids

Gold Buttons, all sizes and makes from 10 to 36 line.

Gold and Black Combinations in Beads, Braids, and Sequins Trimmings.

Gold and Leather Combinations in Belts.

Black Bead Belts
Patent and Fancy Leather Belts } to retail from 10 to 50c. each.

Bebe Ribbons, in Silk, Satin, Plaid and Ombre.

Velvet Ribbons, in 3 qualities, Cotton, Silk, and Satin Back.

Black Glace, Moire and Peau de Soie Sash Ribbons, all widths.

White and Cream Taffeta and Moire Antique Ribbons, all widths.

WE WANT ALL CANADA TO KNOW THAT THIS HAS BEEN THE BEST DRESS GOODS SEASON WE HAVE EVER HAD. IT COULD NOT BE OTHERWISE WITH THE RANGE WE ARE SHOWING.

The New Marie Antoinette Vals, with running string.

Nottingham and Calais Vals, to sell at from 10c. to \$1.80 per dozen.

Galoon Insertions, in wave effects.

Cream and Black Chantilly Edgings and Insertions.

Butter and Black All-Overs, in Orientals and Guipure and Applique Effects.

White Guipure Insertions, with Velvet Ribbon Interlacing.

Lace Collars, Lace and Velvet Combination Collars and Bands, the correct thing.

FOR "MANY WOMEN OF MANY MINDS" WE HAVE MANY SILKS OF MANY KINDS.

Do not forget that we are quickly approaching what is going to be a pronounced

WHITE GOODS SEASON

and that we have

Swiss Spot Muslins. Lappett Dress Muslins.

Checked and Striped Open Work Muslins.

Mercerised Broche Muslins. Mercerised Striped Muslins.

Mercerised Lace Effect Muslins.

White Tucked All-Over Muslins and Lawns.

White Combination Embroidered and Tucked Lawns and Muslins.

Tucked and Embroidered Lawn Skirtings.

Tucked Apron Lawns.

Victoria Lawns. Persian Lawns.

White and Black Mercerised Egyptian Lawns.

Leno's Swiss Books. Lappett and Coin Spots.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL.

Smallwares, Trimmings, Gloves, Etc.

SMALLWARES.



THE trade done during the month in the smallwares departments has been highly satisfactory, and it is expected that trimmings and ornaments for dresses will continue in brisk demand. There have not been a great number of novelties introduced to the market this month, but goods already in stock are by no means dull, and new goods are not required to stimulate

trade. The "L'Aiglon" belt is the latest fad in belts. It is made in patent leathers, moose and velvet, with streamers of velvet ribbon, gold spiked. 'Tis a nobby affair, and is not such a breakaway from the fashionable patent leather, gilt-trimmed, and bearing the ratchet buckle, but that it can be included in the regular line of belts. Gold belting is still quite popular, and all gold ornaments have lost none of their favor. The richness of gold will be felt well on in the season. Gold trimmings, cream and gold and black and gold are all selling well. Ribbon ends and ribbon spikes are features of the line of samples shown at present, and are creations to meet the same craze for gilt.

Gold buttons have been a good feature, and still will be, especially in three small sizes. Gold belt buckles are in good demand, and the buckle shaped for straight-front corsets is taking fairly well.

One of the new features in brooches is turquoise blue. Some are all turquoise and some turquoise surmounted with diamonds.

Ball pearl buttons will be in large demand during the coming season for use on white dresses. Makers are advancing prices, and claim they cannot fill their orders.

Gold braided hair ornaments for stray locks are quite the correct thing in round, half oval and oblong—to retail from 10 to 25c.

Chatelaine bags will be a strong article this Summer, and wholesalers are placing repeat orders. Many ladies are making up their own bags, buying the frames. The frame tops are $3\frac{1}{2}$ and $4\frac{1}{2}$ inches in size, and come in oxidized or French grey materials. They are made of purse silk in most cases, although some use jet beads and others steel beads for ornaments.

DRESS TRIMMINGS.

Beyond question, this has been the greatest year in the ladies' trimmings department for many years. The ornamentation and embellishment of the plain goods that are going into ladies' dresses can hardly be carried to an extreme this year. The wholesale houses have experienced great difficulty in keeping enough stocks on hand to fill orders, and in the case of Valenciennes laces the strike at Calais has prevented the full shipments from being made even yet. The repeats coming into the wholesale houses make up a wonderful volume of business, and before the season is over the ladies' trimmings departments bid fair to show themselves the most important branches in stores and warehouses. As a good profit can be made on a majority of these lines, drygoods men rejoice at this whim of fashion.

One feature of the trade retailers should bear well in mind; that is, that the sale of the high-class article can be pushed. Canadians are apt to say that the consumers in this country will only buy cheap goods. This idea is erroneous, and has been proven so by certain houses this year. Some wholesale houses refused to import the more expensive embroidered or lace all-overs, insertions and edgings, confining themselves to the cheap grades, on which they made a 10 per cent. profit. Other importers, who are selling fine lace all-overs at \$2 per yard, or the silk article at \$3.50, have buttered their bread on a better side. Wholesalers who have handled both high and low grades of goods this year tell us that there have been more repeats for the former than for the latter. We can only draw one conclusion—that some of the Canadian people have learned to appreciate a good article, and that, with a little more education, the number will be vastly increased. The educators are the retailers, and we would urge them to push the higher-priced articles.

Besides the many beautiful all-overs, insertions, edgings and galloon trimmings that are shown in many makes, including the Plauen, Valenciennes, Swiss and Nottingham productions, the different houses are now showing an exquisite range of flouncings, mostly cambric and Swiss. It is expected that there will be a large sale for these for Summer dresses, the white embroidered all-overs going with lawns, organdies, Indian linens, etc., and the butter lace all-over with printed muslins and silk effects.

Gilt, sequin and silk trimmings continue to be in exceedingly heavy demand. The gilt season shows no signs whatever of abatement; in fact, the craze is intensified if anything. The ribbon or braid in greatest demand is that of tinsel weave, although black velvet ribbons in plain and satin backs still continue to be called for. Baby ribbons to run through laces enjoy a good sale, but loud colors in other widths are neglected.

The different lines of ladies' collars that are shown continue to be augmented with exquisite designs. The range for Easter is beautiful. One of the most staple and neatest lines of such affairs is the combination of collar and revers made of pique or organdie trimmed with valenciennes insertion or tinsel. The effect is sailor-like and very pretty.

CANADIAN AGENCY FOR A NEW GLOVE.

McIntyre, Son & Co., Montreal, have secured the agency for Canada for a new washing glove in glace kid finish. This glove can be cleaned to look practically as good as new when on the hand. The peculiar method of dressing the skin strengthens it, making it a very durable as well as a stylish glove. It is made with two clasps in white, butter, pearl and light grey, tuscan, beaver, tan and black. Samples will be sent on application. For the Fall trade fabric gloves are being added to this firm's department.

TRADE NOTES FOR BUYERS.

S. Greenshields, Son & Co. have still in stock a large range of cambric embroideries and insertions and a special line of 45-inch cambric and Swiss all-overs in all prices and patterns. For waist trimmings they have a heavy range of galloon trimmings in white from $5\frac{1}{2}$ to 25c.

Kyle, Cheesbrough & Co. are putting a shipment of gold braids in stock, and as there has been a big advance in the price of these goods since this firm placed their order their imports ought to be distributed readily at former prices.

Be sure that you are not caught napping in the matter of buttons. They will be worn very extensively during the coming season, and there is likely to be a tremendous demand as soon as buying begins in earnest. Small buttons are most

in evidence. They are to be useful as well as ornamental during the coming season. Gold, silver and gun metal is likely to be the prevailing style. Jet buttons are also selling well, there being a steady demand for novelties in this line. Rather small sizes rule. These are pointers from Brophy, Cains & Co.'s button department.

Gold figures prominently among the new trimmings. Black silk gimps have been good sellers, and are likely to be for some time to come. Beaded effects continue to be extremely popular. The demand for tinsel continues to be very great all over the country; braids, trimmings and many other things show a plentiful sprinkling of gold. Brophy, Cains & Co. say "we have not a last season trimming in the house, every line in new."

In their smallwares department, S. Greenshields, Son & Co. are showing a special brand of Shetland floss called the "Orkney," in 25 different shades. It is put up in 1-lb. boxes, and each ounce is wrapped separately in tissue paper. It is a convenient way to handle this popular wool. This firm have the control of it.

Lisle, taffeta and silk gloves have been going well for some time with John Macdonald & Co. A large range of embroideries and insertions is shown, in Swiss and cambrics. For two or three weeks back there has been quite a revival in the ribbon trade, satin black velvet ribbon being especially good, on account of their frequent use for trimming Summer costumes and draping from belts.

"Alexandria" and "Wilhelmina" are two "queenly" lines of gold tinselled belting now in stock with The W. R. Brock Co., Limited, Toronto. Brocks also show a very large assortment of metal and other kinds of belt buckles that are worn with this new belting, and will send sample pieces of belting and cards of the best-selling lines of buckles to inquiring buyers.

A line of ladies' belts, patent leather, with gold effects, etc., is going well with John Macdonald & Co. Colored shirts are

in good demand in blue or heliotrope stripes. The specials in the men's furnishing department include a job line of men's cotton socks, brown, mixtures and grey, that can be retailed profitably at three pairs for 25c.; a job line of braces to be retailed at 25c.; and a special in high-turn-down collars to retail at two for 25c.

The Wyld-Darling Co. report that a large selection of embroideries for edgings, insertions, all-overs and embroidered blouse fronts are being taken rapidly. A special in embroideries is shown to retail at 5c. per yard, and in ladies' kid gloves, black, white and colors, "Peerless" brand, to retail at 75c.

In the kid glove department, McIntyre, Son & Co. are showing new shades of gloves in glace and in suede. A feature is the new shadings of fawns, modes and castors, greys, white, tans to browns, and white pearl, butter, biscuit, tuscan, loubet, black, all merit attention.

The W. R. Brock, Company, Limited, Montreal, have always been one of the leading fancy goods houses of the Dominion, and anyone has but to take a look through their immense stock and see for himself the great variety of all the newest novelties in ladies' and gentlemen's neckwear, lace and renaissance collars. The latest styles of ladies' belts, in gold braid, tinsel, velvet and the ever-reliable and always most serviceable leather, in all shapes. They especially call attention to the "Arabella," made to be worn with best effect with the latest erect form, straight-front corset. The run on this shape has been a feature of this season's belt trade.

Owing to the cotton advances making it impossible to get repeats of goods sold out early in the season, The Brock Co., Toronto, have this year earlier than usual thrown out their odd lines and broken ranges in hosiery, gloves and underwear. These form desirable lots for the bargain counter. New shipments of novelties in all-over nets, laces, embroideries, goffered tuck nainsooks, all over tuckings, etc., are reported. The special carton lots of embroideries, in either 4½-yard ends or regular carded goods, are taking well. In umbrellas and sunshades, attractive goods from 21½ to 26 in. can be had.

This will be —

A White Goods Season

The demand for white goods is already in evidence.

OUR IMPORTATIONS OF MUSLINS

in Spots, Checks, and Fancy Stripes, *larger than ever.* Also Piques, Brilliantes and Victoria Lawns.

EMBROIDERY DEPARTMENT

is at its best. Immense range of Laces, Embroideries, and Insertions at all prices.

SEE OUR SPLENDID LOT OF ALL-OVERS, WIDE INSERTIONS, AND BLOUSE FRONTINGS IN SWISS WORK.

SPECIAL NOTE FROM SHIRT DEPARTMENT —Early repeats for those two leaders, 1002 3c and 1056 Striped Shirts, will have prompt delivery.

KNOX, MORGAN & CO.

WHOLESALE DRY GOODS,
...HAMILTON, ONT.

DRESS GOODS.

AS the season advances we see changes in dress goods looming up in the distance, but they all seem to be confined to the future.

For the present, the demand continues to run along plain cloths. Plain box cloths and venetians, and other plain goods, such as soleils, sateens, eudoras, mignonettes, crepolines and voiles form the most popular lines on the market to-day in staple goods.

Where figured goods are wanted, the patterns must be small and not too decided in their contrast. Cashmeres are getting stonger every day, and there is a decided run on them in blacks and colors. Pastel shades are the most popular colors. Another popular line for Spring is wool and printed delaines, and it looks as if they would be much worn this coming season. Crepe and alpaca effects are wanted both plain and with detached figures. Cut plush figures seem to be lasting well with some houses.

In silks, taffetas and tamelines are leaders, with black peau de soie and surahs following in close order. Black satins are selling very well. There seems to be only a small call for printed pongee silks this year, as printed mercerized sateens are taking their place with the public who are quite willing to take a 20c. article when it looks nearly as well as a 40c. one.

This constitutes one of the features of the season. The high finish that has been given fancy cotton goods seems to have had an injurious effect upon fancy silk sales, and the only popular silks seem to be those expensive varieties such as rich brocaded silks in art colors that show their quality very prominently. All those cotton wash goods, including mercerized sateens, silkalines and mercerized cloth in stripes and small floral designs, have enjoyed a wonderful sale this year.

For Summer goods everything is webby and light, and the leading color by far is white. First come grenadines, shown in a beautiful range of whites, blacks and colors. Printed corded silk muslins are popular for fancy goods; they are highly colored, and printed on either black or white.

The open-worked and figured muslins are selling well for wash dresses. The run, however, is not confined to these in black or white goods. Persian lawns and American organdies, which are really open muslins, and English or Scotch organdies, all have their favorites. It is very difficult to distinguish the mercerized organdies from the pongee silk, and it will wear better, because it is really made of the finest Egyptian lawns. These fine goods have stimulated a demand for a higher class of goods. Formerly, the only lawns sold were the old Victoria lawns at 8 to 15c. a yard; now the people pay 17½ to 30c.

India linens, Swiss mulls and dimities will also be strong favorites this year in white goods. All signs still point to a strong white goods season.

TRADE NOTES FOR BUYERS.

A number of specials in fabrics shown by the Wyld-Darling Co., Limited, Toronto, include: Cashmeres, to retail from 37½ to 50c.—a full range of colors; cheviots, to retail at 75c. to \$1.75; amazon cloths, black and colors, to retail for \$1 to \$1.25, very good value; extra fine velveteens, all colors, to retail at 35 to 50c.; C113, silk and wool plaid, to retail at 50c.

The Brock Company, Montreal, are showing a very large range of black velveteens, colored velveteens, serges, ladies' cloths, crepons and cashmeres, and a full range of satins, bengalines and peau de soie; also silk and cashmere ribbons.

Owing to the light goods holding the fashion for the season in fancy materials of mercerized finish or of combinations with lace and embroidered effects, the use of colored batiste cloths will be necessitated for the make-up of slip waists.

Kyle, Cheesbrough & Co. are making a drive sale of dress goods this month. They have a large stock which they wish to reduce and the trade may expect to see some bargains in their warehouse some time during March.

In fine cotton stuffs for ladies' wear Nisbet & Auld, Toronto, show two handsome lines of 30 inch French prints and mercerized foulards as well as two lines of 30-inch mercerized Roman satins in many shades. A clearing lot of homespuns, containing about 200 pieces, are going fast. Devonias serges have pleased the Canadian trade so much that the demand is with difficulty supplied. But the Oxford tweeds and homespuns, made at Oxford, N.S., are in even greater demand.

Ready-made goods are in greater popularity than ever, say John Macdonald & Co., in skirts, waists and wrappers. In skirts, flounces and flares with pleats at the bottom are very strong. Plain goods, serges and cheviots, are in the lead. A big trade has been done in wrappers, the tendency being towards flounce and fancy stripes. Summer costumes, in foulard effects, having waist and skirt to match, are shown with lace and velvet ribbon trimming. Blue and white, black and white, and mauve and white are the popular color mixtures.

McIntyre, Son & Co., Montreal, have now in stock a large variety of all kinds of fancy and printed cotton materials, now so much in demand. The variety of styles and colorings must be seen to be appreciated. French printed flannels and silks are shown in a great variety of designs.

Owing to a large demand for plaid and tartan dress goods, The Brock Co., Toronto, show a great range, including the following special numbers: To retail at 25c., J.W. 1, dark and medium colors, J.W. 15, light and medium colors; to retail at 30c., W. 12 and W.A. 4, fancy granite and 2507 silk and wool; to retail at 50c., J.A. 11, fancy zibiline, J.A. 1, all wool granite and A.M. 2, silk and wool. The department show 63 ranges of fancy black dress goods retailing from 20c. to \$3.50 per yard. For plain goods, their "Imperial" and "Victorian" brands include every variety of fabric in which the bulk of the present dress goods trade is now being done. Two special values in chiffons, full range of colors in each, and crepe de chene in black and white only are worth noting. In printed dress muslins, delaines and opera flannels exclusive French designs are shown.

Mickleborough, Muldrew & Co. have had to take up more commodious warerooms, and have now moved into the new building at 77 York street, Toronto.

The 20th Century Umbrella Runner Has Produced a Revolution in Umbrella Making!



It Makes an Umbrella
Open Quickly,
Close Quickly and
Sell Quickly!

51901
To mount on price

**THIS UMBRELLA IS MOUNTED WITH OUR
RAPID-SELF-ACTING-RUNNER.**



It moves quickly.
It saves fingers and temper.
The cover cannot cut against the spring.
It saves your gloves.

PATENTED IN CANADA 1900

Expressly Manufactured
for

Brophy, Cains & Co.

MONTREAL.

To Retail at the Following Prices:

\$1.00,

\$1.25,

\$1.50,

\$1.75,

\$2.00

and \$2.25 each.

All 21 $\frac{1}{2}$ inch Paragon Frames, with
the latest handles.

A sample box of half a dozen (one
each price), sent on application

BROPHY, CAINS & CO., 23 St. Helen Street,
MONTREAL.

OUR TRAVELLERS ARE NOW ON THE ROAD
SHOWING A COMPLETE RANGE OF

SILK,
SATIN AND
ATEEN

Waists

To mount on price
718701
For Immediate Delivery.

It is to your interest to have
these goods shown to you, as they
comprise the

**Latest
Parisian and
New York Styles.**

These goods are guaranteed
equal, if not superior, to any on
the European or American markets,
less the duty to import them.

If our representative in your territory has not already
called on you, a card to us will immediately have him
show our full range, or samples and shade cards will be
sent to you.

THE NEW YORK SILK WAIST MFG. CO.

10 St. Helen St., MONTREAL.

BOOM YOUR—

EASTER TRADE

By handling an assortment of

**PEWNY'S
KID GLOVES**

**LATEST SHADES AND STYLES
IN STOCK.**

We can fill Your Orders Promptly.

S. Greenshields, Son & Co.

MONTREAL, and VANCOUVER, B.C.

Sole Selling Agents for Canada.

SILK WAISTS.

TO SAY that the silk waist manufacturers are busy is no idle statement. It is simply impossible for them to keep up with the rush of orders. They had expected to have been able to show their lines of fancy Summer waists in silks, muslins, grenadines and other light mixtures, but at present they have no time to give Summer goods a thought. They find too much difficulty in meeting the demand for Spring goods. It was only a month ago that the first shipments of Spring waists were made, but, before all the primary orders have been filled, the makers find themselves deluged with repeats.

This is just an illustration of how firm a hold the ready-to-wear article has on the trade. It has struck a popular chord and there is an unexpected response. The smartest ladies to day are wearing black skirts with silk waists under fur jackets. For Spring and Summer, boleros and Eton jackets bid fair to be popular garments and the silk and fancy waists of other fabrics will have another lease of life.

There is a marked feature of the present demand, and that is the call for the high-class article. The price paid is fully \$3 above that of last year. At the beginning of the season manufacturers were afraid that the Canadian merchants and women would not pay the required price for all the trimmings, pin tuckings, and other fancy machine work demanded for high-class waists, but all fears in this regard have been dispelled and the only cause for alarm the manufacturers listen to now is that they will not be able to get goods fast enough, and that their staffs will tire out with night work.

NOTES.

The New York Silk Waist Manufacturing Co. have recently enlarged their plant and are now working every night to complete their orders for Spring. At present, their capacity is being taxed to supply the goods demanded for the Spring openings. Repeats have been heavy. They hope to have their Midsummer samples of silk, satin and sateen waists completed soon, and, as they have been successful in arranging for the exclusive contract of several patterns and cloths, brought out by the largest European houses, for this market, they expect to show several startling novelties in blouse cloths and their make-ups both for Summer and Fall trade. Mr. Miskin says the firm have been very successful in their special imitation of taffeta, which wears well and has a very fine appearance. They are made in several styles to retail at popular prices. The firm will willingly send samples to inquirers.

The American Silk Waist Manufacturing Co. find that even in their lately-enlarged premises they are utterly unable to keep up with the rush of orders. They have, consequently, decided to move, in a month or two, into a fine new building on Cote street where they expect to be able to supply the trade which the standard of their goods is creating.

SENATOR M'SWEENEY'S NEW ENTERPRISE.

The Peter McSweeney Co., of Moncton, N B., intend erecting a large brick block the coming Summer on the site occupied by the building in which they are at present doing business. The building will be three storeys high, and, besides being a substantial structure of the most modern style, will add greatly to the appearance of Main street. Work will be commenced on the foundation as soon as the frost is out of the ground. The head of this concern, Senator McSweeney, is one of the leading business men in the Maritime Provinces.

CHANGE OF NAME.

The well-known firm of Gondey & Crosby, of Port Maitland, N.S. have changed their name to Crosby & Landers. The members of the firm are J. H. Crosby and W. R. Landers. Their business during the last year shows a marked increase and they have just added 15 feet frontage to their Main street store, and opened up a full line of dry goods. The interior of their new department is furnished in the most modern style with a beautiful display window in which to show their wares. Theirs, without doubt, is one of the finest country stores in the Dominion. We predict for Messrs. Crosby & Landers a prosperous future.

At the regular session of the city council of Victoria, B.C., a by-law for the early closing of clothiers' places was passed. Only one opposing vote was given. It goes into operation on March 7, 1901.

The Beaver Clothing Co., Limited, are now ready to send out their fashion plates and any customer or prospective customer can obtain a copy by writing the firm at Montreal. The card is a beautiful piece of work, showing the latest styles in men's, ladies' and children's waterproof clothing and is well worth a prominent place in any dry goods store.

A new dry goods store was opened in Galt, Ont., on February 23. The name of the firm is Rutherford & Wheadon, both the proprietors being well-known business men in Galt. They have both had wide experience in the general dry goods business and their practical knowledge of it is bound to make the new store a success. Besides the general dry goods stock they will carry a line of ready-made clothing and men's furnishings. They intend to do a purely cash business.

The Montreal Cotton Company, at its annual meeting held on February 12, decided to increase its capital from \$2,000,000 to \$4,000,000 of which some \$500,000 will be required almost immediately to meet the expenses incurred in the erection of the new mill in Valleyfield. The following gentlemen were elected directors: Messrs. A. F. Gault, Charles Garth, Jacques Grenier, Hon. J. K. Ward, R. R. Stevenson, S. H. Ewing and Samuel Finley. At a subsequent meeting Mr. Gault was elected president and Mr. Garth vice-president.

Mr. Alphonse Dupuis has opened up business in Windsor, Ont., carrying a stock of dry goods, clothing, men's furnishings and boots and shoes. Mr. Dupuis carried on a general store business in Comber, Ont., for some time, and the practical knowledge and experience gained there will be of much benefit in the new place, both to himself and his customers. Mr. Dupuis says: "I consider THE DRY GOODS REVIEW to be a very valuable paper, and a merchant cannot afford to be without it."



FINE TAILORED OUTING SUITS

are the swell thing for this Spring.

We make them in an abundance of styles, in neat Stripe Effects, Oxford Tweeds, and Flannels.

Send for one or more sample suits. Mention skeleton or half-lined, and with or without vests. We will include sample cuttings of our range, with prices.



THE

Lowndes Company

Limited

61 Bay Street,

-

TORONTO.



FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



 MONTREAL.

DEPARTMENTS

Dress Goods

Linens . . .

Smallwares

Silks AND Velvets

Linings and
Muslins

Tréfousse
Kid Gloves

Rouillon
Kid Gloves

Careful attention given to Letter Orders.

TORONTO :

25 COLBORNE STREET.

OTTAWA :

SPARKS ST., Carleton Chambers.

WINNIPEG :

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH ST.



*** This department is conducted and prepared by Mr. Joseph E. Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

IN last month's REVIEW the critic commented on the various styles of dry goods advertising as exemplified by New York firms catering to a high-class clientele. In this article the announcements of concerns appealing to a more popular trade are to receive attention.

* * *

The Siegel-Cooper Co.

First and foremost in this category come the Siegel-Cooper Company. Four years ago, or thereabout, this Chicago house opened their present magnificent New York emporium. The building was, perhaps, the finest palace ever devoted to prosaic merchandizing. Its dimensions were colossal; its appointments the most modern and sumptuous. But many were the dire prognostications as to ultimate failure. Chicago-nians, growled the Knickerbockers, couldn't teach New Yorkers anything along the lines of storekeeping. What might take in the wild and woolly West, might not do at all in the more conventional metropolis. But there were false prophets in those days as there are in these. The Siegel-Cooper combination made a hit, a palpable hit.

* * *

Wrought a Revolution.

In the first place, they revolutionized New York newspaper advertising. Till their advent, dry goods announcements had been of modest proportions—two columns an issue, or three or four at most, for any one advertiser. They started out with page ads., and, ere long, the staid Knickerbocker fell in line and followed suit. In truth, it would have paid the newspapers to have given that firm all the space they needed at a merely nominal figure, as a magnet to draw others. In any event, the shying of the Siegel-Cooper castor into the ring was succeeded by a hitherto unheard-of expansion in the size of other dry goods advertisements. To-day, page ads., especially for Sunday issues, are the rule with houses appealing to popular trade, and two or three column ads. the exception.

* * *

Best New York Advertisers.

Siegel-Cooper, in the opinion of the critic, are by far the best advertisers in this city for the class of trade to which they cater. Typographically, their announcements leave nothing to be desired. They use a distinctive type, and fritter away neither money nor reputation in space-filling braggadocio. They give

facts in plain, monosyllabic Saxon. But the best test of merit is results. So gauged, their ads. rank deservedly high. For a medium-class trade, no better model can be furnished. They should be studied by all amateur ad.-writers; nor, indeed, would so-called experts fail to find therein many points of interest and instruction.

* * *

Another Kind — Macy's.

The Macy ads. cannot be so highly commended. They are written by a Southern college man, and by their academic verbiage and involved style make a laughing-stock of the firm whose business they are designed to exploit. How men of such long experience and unquestioned ability do not recognize the grotesquely ludicrous pillory into which their ad.-scribe daily puts them is surely a matter for more than passing marvel. Yet, so it is.

The Macy ad.-man evidently labors under a delusion, in common with many another in his calling, as to the superiority of long and Latinized words to the plain Anglo-Saxon of everyday conversation. And not only does he use long words, but unusual ones—many, in fact, as to the meaning of which nine readers out of ten would be in blissful ignorance. That, however, the ad.-scribe in question deems "fine writing." His firm never make a purchase, but "consummate a coup"; never begin a sale, but "inaugurate" things. His choice of words would be ridiculous in a magazine article on some abstract or abstruse theme. How much more so in treating of tea kettles and spool thread and the thousand-and-one dry goods etceteras!

* * *

Hearns' Ads. Unique.

Hearns adopt an entirely different policy from all other New York advertisers. They take two columns an issue—never more, but give copy to a larger number of papers than do any other firm. They rarely use any display type, and very little space is devoted to introductions. They give bare facts, without assigning reasons or giving the history of each purchase. And for their style of trade it is doubtful whether any advertiser in the city gets better returns. Instead of using five or six columns in one or two, or, at most, three papers, they take two columns in all. In this way, they address a vast audience, and, consequently, draw trade from a wider area. Hearns also use distinctive type. They could omit their firm name, yet every reader would recognize from whom the ad. emanated.

WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

CAMPBELL'S

Linen Threads.

ON SPOOLS OR IN HANKS.

200 Yds. SPOOLS.

BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also Bleached in 90 and 100

All numbers \$1.00 per dozen.

100 Yds. SPOOLS

BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

Nos.	16	18	25	30	35	40	50	60	70	80
	\$1 05	1.10	1.30	1.40	1 55	1 75	2 05	2 25	2 60	2 90 per lb.

HANK THREADS.

BLACK, DRABS, W. BRO.

Nos. A or 25 B or 30 C or 35

"Royal"	32c.	35c.	—
"Bull's Head"	52c.	58c.	65c.
Campbell's "Best" for Tailors.	90c	\$1.00	\$1.10

CARPET THREAD NO. 18.

Black, Green, Drabs, Dark Drab \$1.00 per lb.

Red, - - - - \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

WHITE STAR FLOSS.

* ** * * * or assorted.

\$1 05 per box.

SOLE AGENTS FOR CANADA

John Gordon & Son, Montreal.

GOOD ADVERTISING—Continued.

Their statements are eminently conservative and carry conviction. But, best of all, their expenditures for printers' ink are productive of adequate results. But they appeal to one class of the community, and one only—bargain-hunters. This firm originated the "Bargain Friday" idea, since copied by Siegel-Cooper and others. Friday, elsewhere the dulllest day of the week, at Hearn's is the busiest.

* * *

Adams,
Ehrich Bros.,
O'Neills,
Bloomingdales.

These four firms may be grouped and treated together. Their style of advertising is almost identical—large headlines, sweeping claims, and profuse illustrations.

There is nothing artistic about the typography of any one of them. They are on a par with hundreds of others throughout this country and Canada—no better, no worse. They are at the dead level of mediocrity—neither very bad nor very good.

* * *

Ridley's Ads.
An Example
Of What
To Avoid.

But for ads. that stand out from all others in New York, commend us to Ridley's. They, indeed, are different from all others. And the critic begs their pardon for adding that the difference is this: They are the

worst specimens to be run across in metropolitan papers. Types of every kind of size, style and face in confusion worse confounded. And the wording! Proofreaders, through whose hands the Ridley copy daily passes, are said to become prematurely aged. It wears on them. Yet, the firm appear to be blissfully oblivious to the worse than mediocre character of their announcements.

* * *

A friend of the critic's—one of the best ad.-writers in New York City—by request, furnishes the following hints to ad. amateurs, as to proper typography:

Joseph H. Bauland Co.

ENTIRE BLOCK, FULTON STREET FROM DUFFIELD TO BRIDGE STREETS, BROOKLYN

Friday's Great Hour Sale.

Eclipses All Previous Efforts at Price Cutting.

If you attended our Friday Hour Sale last week, you need no comment of ours to get you to come again. These bargains offered speak for themselves.

This sale, for to-morrow, far surpasses in importance last week's event. A simple reading of the items will make you want to be here.

In buying we secure many small lots of goods at very much below regular value. We also accumulate in our store, many small lots of goods that we are willing to close out at cost or less.

In our Friday Hour sale, we offer these to you at a half and a third less than you would ordinarily have to pay for similar goods. These goods are not on sale either before or after the hour mentioned. No mail orders filled and none will be sent C. O. D.

There is a sale every hour from 9 A. M. to 6 P. M. Here are 3 sample hours. There are just as great bargains at the other 6 Hours.

On Sale 11 to 12 A. M.



Long Island Scallops, 15c.

Opaline Table Glass (white) per dozen 10c.

35c. Ingrain Carpet, 17c.

35c. Damask, 19c.

Women's \$3.00 Shoes, 69c.

50c. Omega Oil, 37c.

\$1.50 Rockers, 79c.

39c. Night Gowns, 22c.

12 1/2c. Serpentine Crocus, 5c.

On Sale 2 to 3 P. M.



75c. Gowns, 39c.

10c. Neckties, 5c.

10c. Neckties, 5c.

10c. Neckties, 5c.

10c. Neckties, 5c.

10c. Neckties, 5c.

10c. Neckties, 5c.

10c. Neckties, 5c.

10c. Neckties, 5c.

On Sale 5 to 6 P. M.



Men's 12 1/2c. Socks, 7c.

Boys' 50c. Pants, 18c.

15c. Ink Well, 8c.

Large Glass Ink Well, 10c.

25c. Shoes, \$1.25.

Women's \$1.00 shoes, 69c.

37c. Muffs, \$1.84.

\$3.50 Silk Waists, \$1.84.

12 1/2c. Serpentine Crocus, 5c.

Hints as to
Proper Display,
By J. L. Follett.

Very few human stomachs can easily assimilate the hotch potch of a modern table d'hôte dinner—that is to say, if the whole bill is steadily waded through from soups to nuts. Average eaters use discretion, skipping here and there, leaving blank spaces, so to speak.

As of eating, so of reading. If the eye falls upon great spreads of close-set type (rank after rank of figures, column after column of solid letter press), there is, if not a positive pain, at least a sense of discomfort, and only the most case-hardened bargain-seeker is immune therefrom. White—not a color in strict scientific acceptance—has, in relief with black, a decided tint, agreeable, restful.

Accustomed as newspaper readers are to an economical filling up of advertisements, any break in the black uniformity seems to leap directly from the page into the eye. A frame accentuates a picture's beauty, treatment, effect and perspective; a white mat (as the picture trade calls it) is often the only frame used to throw pictures into best relief. So far from white space wasting money, it positively saves it. Impression in advertising is, or should be, the goal aimed for. First catch the eye, then spellbind the mind, and you have the most potent advertising combination known.

* * *

A Mercantile Training School. A mercantile training school has just been started in New York City. In the words of its prospectus, it is "an institution designed for the advancement of the science of merchandizing." It promises to teach modern methods of storekeeping by practical demonstrations. The teachers are drawn from New York's largest stores. The course of instruction covers a wide range, including preparation for the position of store manager or for any given department, window and interior decorating, show card writing, advertising and department accounting. This is supplemented by a separate course for women in expert

Frederick Loeser & Co.

ABRAHAM AND STRAUS

The solid gold statue of Maude Adams three more days on view

The Wanamaker Store Arnold, Constable & Co.

HEARN

H. B. Battersman Bloomingdales

Macy's

Both Sides 14th St. from 13th to 15th, 6th Av.



THE "Cravenette" ^{DD} STAMP
(Registered Trade Mark)

English Rain Coatings

For Men and Women.



SHOWER-PROOF, PERFECTLY POROUS TO THE
 AIR, NO RUBBER, NO PERSPIRATION.

None genuine without the "*Cravenette*" stamp on the cloth. Every garment should have a "*Cravenette*" silk label, which will be supplied by the selling agents.

"Cravenettes" come in

Coverts for Men and Women

And for Women only in—

Cheviots, Imperials, Whipcords, Etc.



Suitable for wear in sunshine or rain, as the Proofing does not in any way alter the appearance of the Cloth.

S. Greenshields, Son & Co.

Sole Selling Agents for Canada.

Montreal and Vancouver

GOOD ADVERTISING—Continued.

corset fitting and the proper method of displaying and selling women's and children's ready-to-wear garments.

* * *

The School's Scope.

The teaching of good ad. writing would seem to be a difficult proposition. Many a man peculiarly fitted to produce good ads. himself might be woefully deficient in the faculty of imparting that facility to others. Yet, such a man, doubtless, exists, and, for aught we know, may have been located and engaged by this school. For the prospective pupils' sake, at least, it is to be hoped so.

* * *

How it will be Conducted.

When the manager of this training school was asked by the writer how he proposed to conduct that department, he replied that the work from day to day would be carried on by requiring each student to write specimen advertising of a required length, subjects to be suggested by the instructors or the students themselves.

"Each student's interest," he continued, "would be studied separately, the work of each to be criticized and corrected from day to day, thus bringing the student to a degree of efficiency which will fit him for the work of a successful ad. writer. Talks and suggestions on advertising will be given by men who stand at the head of their list in that line. We shall also make use of mercantile advertising to be found in the different newspapers coming from all parts of the country, from which criticisms will be made and extracts taken."

The Wanamaker Store.

Think of **WANAMAKER'S** and read that statement as broad as the all-inclusive word will allow. Here is a business with a character peculiar to itself—a business in which morals and manners are of as much importance as merchandising—where the customer's comfort and convenience is first thought, and perfect satisfaction the only arbiter that ever seals a sale.

Errors will creep in to blight the best intentions; but at Wanamaker's each fault seems monstrous until cured, and continued error cannot exist.

Wanamaker's is advantageous :

- Because of the magnificent array of choicest merchandise which it offers—
- Because of the convenient and comfortable way in which that merchandise is served—
- Because of the universal high quality and the unremitting low prices—
- Because disappointments are rare, and bettered expectations are so frequent—
- Because there is constant beauty for the eye, and no unpleasant shopping features—
- Because there are so many "bests" among the merchandise, and so many "least" among the prices—
- Because the brightest, shrewdest, most energetic and most experienced corps of buyers in the world are constantly in touch with the merchandise-producing centres as well as the fashion-creating masters of the world, and the choice of the finest, newest merchandise comes first to Wanamaker's—lavishly bought and displayed, economically and fairly priced.

There are more reasons—these are enough, and incontestable.

Never was the power and pre-eminence of the Wanamaker service more masterful than now, when every need for personal wear, or home furnishment is in such splendid supply.

The store is full to-day of things of intensest interest to man, woman and child, because of quality, style, beauty, variety and price.

This introduction should be framed and hung in every ad.-scribe's sanctum sanctorum.

Can Good Ad. Writing be Taught?

The critic has misgivings as to the results likely to be obtained from this department of instruction. Unless a certain adaptability be born in the man, no amount of preaching or coaching can engraft it on him. Yet, it must be admitted, that, given some talent in that line, the instruction at the hands of such teachers cannot fail to be of practical and lasting benefit to bright students. The only trouble is, that many will want to write ads. who would be better fitted for printing show cards or selling goods. Hence, many a would-have-been expert in another line will be spoiled in a poor ad. writer. Be that as it may, the school fills a long-felt want, and, if the critic errs not, has before it a very bright future.

Personal Note to the Readers of Our Advertising.

A new century is here, and while the days seem much the same as the last days of the Nineteenth Century, yet they indicate advancement in the world's years, and demand progress in all lines of effort.

We want the Wanamaker advertising to be the best in the world. And by "best" we mean to have it give to our readers just the news they wish to hear, in just the way they want to hear it. We have no way of knowing your private opinion; yet your individual good opinion is vital to this store's success. We spend a vast sum of money annually to interest you in this store through our advertising, and we would like to use the space we buy in the newspapers in the way that would be most valuable to you.

We believe that our store news is as important as stock reports and fashion news; for it is both, when rightly done. But we would like to add your ideas to ours, in so far as a change in method would prove of value to you.

What is lacking in the Wanamaker advertising that you would like to see in it? What exists in the Wanamaker advertising which is of no interest to you and might be omitted?

We request your reply to these questions only because by helping us, we believe we can help you. The aim of the Wanamaker Store is not only to be constantly the best server of public needs in merchandise; but to be better and better every day and hour. We want it to be as near your ideal of a store as it can be made. We want to incorporate as many of your ideas as are practicable in order to make our service constantly better and better for you.

If convenient for you to do so, we will appreciate very highly your frank criticisms and suggestions.

Please address letters to

**John Wanamaker,
New York.**

Advertising Office.

This idea could be adopted with profit by many a Canadian merchant. Ask your customers in your own way, just what they deem amiss in your ads. Everyone dearly loves to criticize. And many a good hint will be gotten from the request. Try it.

The travellers of J. Arthur Paquet, Quebec, are leaving about the first of March with a full range of fur samples for next Fall. The assortment this year is larger than ever and is especially remarkable for the numerous novelties introduced. The values offered are second to none and the many merchants throughout the country who handle furs should not miss the opportunity to examine these Quebec samples when Mr. Paquet's travellers call.

The Colonial
Bleaching and Printing Co.
Limited

MONTREAL

FALL PATTERNS READY THIS MONTH

UP-TO-DATE DESIGNS

Get only the
Standard Brands of

Linen Threads



Barbour's

Finlayson's

Knox's

Dunbar's

Stewart's

These Have Stood the Test of Years.

~~~~~  
**FRANK & BRYCE, Limited,**

TORONTO

MONTREAL

QUEBEC.



## A THRIVING BRITISH COLUMBIAN BUSINESS.



NE of the best examples of the growing firms in the West is that of Fred Irvine & Co., of Nelson, B.C., which is composed of Messrs. Fred, William and Herbert Irvine. These gentlemen settled in Nelson 10 years ago, having come from Revelstoke, and having been trained to the dry goods business in St. John, N.B.

The illustrations of their establishment, which are presented in this issue, will interest the trade generally, because they show how

enterprising men keep up with modern ideas in the West. There is plenty of accommodation for carrying on business, the store being 120 x 30 ft., while the side store occupies a



Fred Irvine & Co., Nelson.—Windows and Entrance, Baker Street.

space of 20 x 30 ft. In addition to this, the firm occupy the upper floor of another building, which they use for their carpet and mantle departments.

The staff consists of 16 persons outside the members of the firm, and Irvine & Co. have acquired the reputation for carrying high-class stuff and novelties in dry goods, millinery and carpets. This reputation has spread all over the country, and they do quite a mail order business, goods having been shipped as far east as Ottawa. By keeping abreast with the times, the firm do a handsome business with American visitors to the mining regions, and, in the opinion of many people who drop into Nelson, the store is the leading place in the Kootenay, or, indeed, west of Winnipeg.

Nelson is an important place in British Columbia, as most Eastern people know by this time. Its population is now about 7,000, and its inland tonnage makes it rank high in the list of Canadian inland shipping centres. The town has electric trams, and, owing to its situation on the lake, is a fine Summer resort. The town has good hotels and brick blocks for business purposes, and the railways have a union station.

Mr. W. Irvine, who has been visiting the Eastern markets for the firm, is a prominent figure in municipal life, and was chairman of the Board of Works last year. The firm have been readers of THE DRY GOODS REVIEW for the last six years.

### A CORRECTION.

Speaking in our February issue of the new firm that has commenced business in Montreal under the style of Stewart, Allan and Lemaistre, we were in error in saying that Mr. F. W. Stewart was the retiring managing-director of Tooke Bros., Limited. Mr. Stewart was a director and in charge of the sample room. Mr. B. Tooke is president of the company and managing director. Under his guidance Tooke Bros., Limited, have gained their well-known success and popularity. Mr. Lemaistre had been the firm's representative in the Eastern Townships for four years, and was recently given an appointment in the warehouse in charge of the blouse department.

Tooke Bros. say that the changes have caused no interruption to business. On the contrary, their output has



Fred Irvine & Co., Nelson.—Main Front Store with Employees.

appreciably increased and, judging from the tone and expression of the letters they are receiving, their goods are giving greater satisfaction than ever in the firm's history.



Fred Irvine & Co., Nelson.—Ladies' Department and Millinery.

# "Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These fabrics include a large range of specialties in Black and Colored Dress Goods, also Venetians, "Pirle Finish," and can only be supplied by

**LAW, RUSSELL & CO.,**  
BRADFORD, ENGLAND.

EVERY YARD IS STAMPED "LAWRUS,"

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and the Windsor Hotel, Montreal, in April and May, with a complete line of new styles for Fall, 1901.

## Red Handkerchiefs

### SPECIAL OFFER

For Orders of 50 Dozen and over of a Size.  
Smaller Quantities 10 per cent. more:

|                                 |   |   |                       |
|---------------------------------|---|---|-----------------------|
| <b>A</b> —15 x 14               | - | - | 25c. per doz.         |
| <b>B</b> —17 $\frac{1}{4}$ x 16 | - | - | 27 $\frac{1}{2}$ c. " |
| <b>C</b> —19 x 18 $\frac{1}{2}$ | - | - | 33c. "                |
| <b>D</b> —20 x 19               | - | - | 35c. "                |
| <b>F</b> —23 x 22 $\frac{1}{2}$ | - | - | 54c. "                |

LESS 5 PER CENT. 30 DAYS.

ALL OTHER LINES AT EQUALLY LOW PRICES.

**The Bagley & Wright Mfg. Co.,** 318 St. James St.  
**MONTREAL.**



## CORSETS AND BLOUSES.

A Paris Correspondent Speaks of the Straight Fronts and the Collarless Blouse.

A PARISIAN woman will go without a corset never, for the chief reason that she has no figure of her own as a rule, her *taille*, or figure being made absolutely by means of her corset. Although a corset in Paris is such an expensive luxury, there is not the smallest *ouvriere* who does not possess a good one. She will pay as much for her corset, and very often more, than for her dress, because she knows that she has no style, no figure, without it. Cheap, ready-made corsets are bought by foreigners, never by the French. We know how a badly-cut, badly-fitting corset will spoil a good figure; all the more reason, then, why a good corset should make a bad one. To quote from a previous article of mine, I therein stated that corsets were being made with straight fronts to go with the Empire dresses, which would be worn more than ever. I would also add that straight-front corsets are most conducive to health.

### UTILITY OF THE STRAIGHT FRONT.

They fit on the hips, and suppress in a natural proportion the abdomen, but the busks being straight, nothing can press on the stomach, and one can, therefore, breathe with perfect ease. The Empire stay, as it is worn, finishes just below the breast, and is long from the waist to take in the hips entirely. I can inform my readers, to prove to them how much more healthy and comfortable this corset is, that long before it was introduced for general wear, it was adopted by all the great opera singers—both men and women. I know that the brothers Reszke, M. Plancon—in fact, all singers who understand the importance of knowing how to breathe—wear them. To be able to sing an *artiste* not only is the breathing the most important thing, but you must be able to keep your breath down when once you attack, and this corset is an immense help in both directions. I may even add that it was a great artist in Paris who lanced the fashion of the Empire corset, which took on at once, because it was found both practical and elegant. In fact, what is more hideous than corpulency in man or woman?

### WILL REMAIN UNTIL THE SPRING

This corset, then, is with us, and will remain until the Spring. Whether it will change then I am not able to state, nor can any of the corsetieres to whom I have applied for the latest information. The straight-front corsets appear to be much in vogue in the United States. Evidently Americans look after and know a little more about their business than they do in England, and I never knew any American who did not profit by an advice once given. But in England you appear to go to sleep while the American is busy with his brain, and when they wake up (the Englishmen) they find that the world has gone on and left them behind. Competition is far too great now for anyone to sleep, I never give any information, or state any facts which are not absolutely bona fide. If I say nothing about a matter or a thing, it is because there is nothing new to say about them, and things remain absolutely as I left them. I have spoken disparagingly of goods which I knew would not take in England, and which had not even taken in France, and warned my readers about them. That the French should try and push their goods in the English market is very natural, especially when they cannot get rid of them here because they have not

"taken on." Some time ago the remarks I made concerning the wearing of a certain class of veils, with motifs and designs, were not appreciated by the person most concerned. Nevertheless, my remarks proved correct, as these veils did not "take on."

### AS TO BLOUSES WITHOUT COLLARS.

With regard to the question asked by another correspondent whether ladies' shirt waists or blouses, as they are called in this country, will next season be made to any extent without collars, the answer is easy. In the first place, a shirt is not a blouse, and never can be; there is as much difference between the two articles as there is between the two words. The greatest ladies' shirtmaker in Paris is Charvet, and the stock collars and cravats belonging to his shirts are always made apart. I have never seen any of Charvet's shirts with collars attached, although he may make one or two. But a blouse, as made and worn in Paris, is a corsage, of which the collar is more often than not the most important part. Bien entendu, there are blouses made without collars just as there are bodices made without them, but this fashion, which is always attempted at the opening of every fresh Summer season—i.e., to make bodices without collars—has never taken, and that it ever will become fashionable I do not believe, for the reason that no collar is most unbecoming to the majority of women. Moreover, the idea has never been considered *distingue*; au contraire, there is a vulgar look about it, and it is probably for this reason that no "lady" has taken it up.

I do not know where the American houses get their ideas from for their ladies' shirts, but I have seen a great number of them worn by my American friends, and they are more stylish and far better cut than anything I see over in this country answering the same purpose.

I am quite sure of one thing—if the Americans introduce blouses without collars, they are sure to be extremely pretty; but then so are American women, and showing a pretty throat and neck is very different to showing an ugly one, *n'est-ce pas*? All I can say is—do not show what you have not got, and make the most of what you have.—Jeanne in London Draper's Record.

### RETURNING GOODS.

Editor DRY GOODS REVIEW,—Re returning goods. We have had little occasion to do so. Many travellers when soliciting orders are over anxious and in doing so make promises of all sorts of deliveries, which when not kept are over-provoking to the retailer, especially when in need of the goods. We would say, have a rule and stick close to it. If not delivered when promised, or within reasonable time, send the goods back, correspond with the firm, and state your reasons plainly for so doing.

In substituting goods great care should be exercised to place goods that would command the same retail price as goods ordered.

Then sometimes the fault is with the heads of departments resorting to the time-worn practice of "stuffing" orders, to get clear of odd lines which have accumulated, without a study of the needs of the customer.

However, we consider it weakness on the part of the senders, and in our opinion first-class houses adopt no such policy, which at best is poor, thereby insuring the confidence of the customer and avoiding many unpleasanties.

Yours truly,

VAIR, VICKERS & CO.

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## A Good Store in a Good Place.

John T. James in New Premises in Bridgeburg.



MERCHANTS who are thinking of establishing a retail business in a small town or village, or are going to build a new store, it may be of value to learn the plan and disposition of stock, etc., in a large and prosperous store in an Ontario village, whose proprietor has paid special attention to the arrangement of his place, and considers it about the best that can be done.

The store referred to is that of Mr. John T. James, who conducts a general business, with house-furnishings as a specialty, in the building shown in the cut, in the village of Bridgeburg, Ont.

Bridgeburg has a population of 1,400. It is in Welland County, situated on the Niagara River, at the end of the International railway bridge, opposite Buffalo. It is on the main line of the Canadian Division of the Michigan Central Railroad and the Buffalo Division of the Grand Trunk, 18 miles from Welland.

The building is a corner one, 29 feet by 80 feet deep, built of flintstone, the walls 26 feet above ground. The basement is the full size of the store, the front part, for 50 feet back, being seven feet below the sidewalk. The floor is of cement, as are all door and window sills in the building.



The first floor is of the same plan as the basement, with the elevated floor in the rear. The object of the rise in the cellar and main floor at the rear is to give easy access to the rear cellar, where butter, eggs, syrups, vinegars, etc., are kept. Glass panels between the two floors secure a view of the main floor when in the cellar.

The building, both upstairs and downstairs, is fitted with metallic ceilings. There are no windows in the side of the store, the main floor being lighted by Luxfer prisms above the plate glass in front, and in a small transom over the back door. In this way plenty of light, well distributed, is obtained, and the fact that the absence of side windows prevents any

cold or draft is declared by Mr. James to be well worth the cost of the prisms. Natural gas is used to heat and light the store at night, at a cost of about \$6.50 per month.

The ceiling in front is 13 ft. clear, with shelving 11 ft. 6 in. high, reached by bicycle ladders. The main floor is laid with 1 in. diagonal sheathing, covered with building paper overlaid with  $\frac{7}{8}$  beech flooring.

On the east side opposite the side door entrance, against the rise in the floor, there is a hand-power elevator which serves all floors.

The counters have maple tops with birch facings and about 25 feet of glass tops for displaying goods. In the centre of the store are movable display tables.

The office is an open one, situated on the raised part of the main floor, and overlooks all the store.

In the arrangement of goods the aim throughout has been to secure as much shelving and display space as possible within the range of view of one entering the store, and at the same time to bring everything within as easy reach as possible, so as to expedite waiting on customers.

On the east side are crockery, groceries, and hardware; on the raised floor back of them floor cloths, rugs, matings, wall papers, wool carpets, and boots and shoes.

The west side contains general dry goods and clothing in front, and on the raised floor in front tapestry and Brussels carpets, and boots and shoes.

In the basement near the elevator is a self-measuring oil tank and pumps.

The front part of the upper storey is divided into six fine rooms for the clerks' residence, the rear part being devoted to storage purposes.

The roof is flat, with a tar and gravel covering.

### CLOAKS FOR THE COMING SEASON.

IN a few weeks the travellers will be on the road with Fall goods. The coming Fall season is likely to be an unprecedented one in ladies' outer garments, both from the manufacturers' and retailers' point of view, chiefly owing to the marked change in the styles of the garment. For many seasons past the short coat alone has been worn. The new coat reaches the knees or as far below them as desired. In other countries these garments have frequently been made in a fashion that would not be popular here. They have been improved upon, however, by our own makers, and give much more symmetry and grace to the figure. The Consolidated Cloak Co. are showing, for next season, two lines, the "Box" and "Automobile" coats. The hollowed back, which is the characteristic of the coming season's coat, affords an opportunity to show the lines of the wearer's figure. This coat, the makers claim, is better suited to the climate of Canada, being essentially an overcoat. From the retailer's point of view, the new coat should be looked upon as a great boon to the trade, as it renders any alterations unnecessary, the coat hanging loosely from the shoulders in a manner that makes a perfect fit an easy matter.

In ladies' suits for present wear, L'Aiglon effects predominate, with both 5 and 7-gored skirts. A great deal of gold and black trimming is shown. Persian trimming is also seen in endless variety, but the gold and black will predominate.

The Consolidated Cloak Co. are making a display of their golf capes for immediate delivery, and the general effect of the line as shown in the warerooms is very fine. Visitors to the markets are invited not to miss the opportunity of looking through their rooms.

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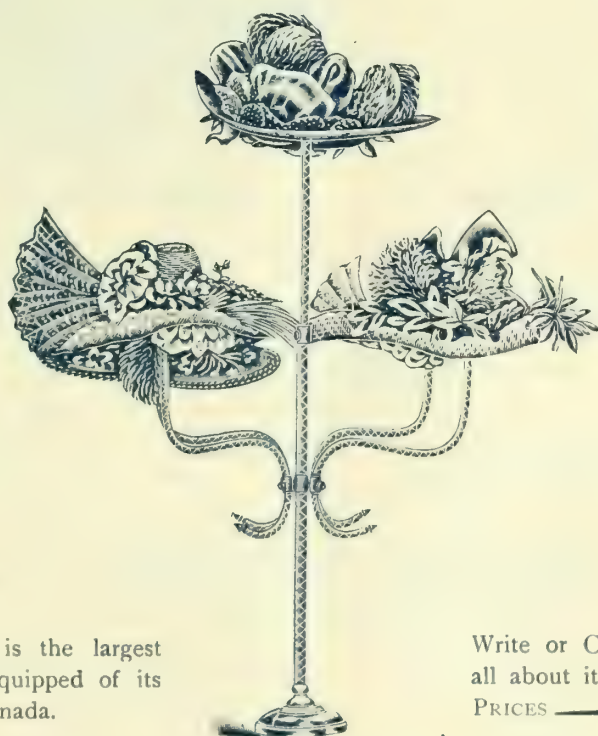


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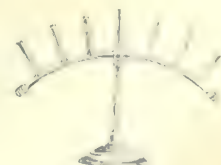
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MONTREAL AND TORONTO, MARCH, 1901.

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### THE U.S. TARIFF AND OURS COMPARED.

WE have noticed a paragraph in an American paper stating that a movement for a lower tariff might revive in the United States. Such a departure from the principle of high protection that has been so strictly adhered to at Washington would not be without its consequences to the Canadian trade, for, by the action and reaction of the high American tariff, there are many branches of commerce affected in Canada as well as in the United States.

The high tariff that shelters our neighbors from foreign intrusion does more than fulfil its purpose; to a certain extent it confines the energies of the business men across the border, especially the importing houses, within their own boundaries, and if ever the American people wish to become a trading people, as Great Britain is a trading nation, they must alter their tariff in conformity with the change. Indeed, this agitation for a lower tariff, that we may now see in a healthy infancy, might trace its birth to the fact that the foreign trade of the United States is developing such vast proportions.

The Canadian tariff is not the only, perhaps not the all-important barrier, that prevents increased trade in European

goods by American houses with Canada. The high rate of duty the Americans impose on European goods debars them completely from doing business in Canada on many lines and the field is left to our own wholesalers.

On cottons, for instance, the difference between the two tariffs, American and Canadian, is very marked. All cotton cloths going into the States pay a duty of 45 per cent., here they are imported under a levy of 35 per cent., and English goods are admitted at a rate of 23 $\frac{1}{3}$  per cent. American importers of lace curtains must pay a duty of 60 per cent.; our highest duty is 35 per cent.

On woollens the American duty is quite high and ours moderately low. The Canadian rate is 35 per cent., less the preferential discount. The United States rate varies. On cloths they pay a duty of from 33 cents per pound and 50 per cent. on the lowest grades to 44 cents per pound and 55 per cent. on the higher class of goods. It is little wonder that our woollen manufacturers are dissatisfied with their present position, when they see their neighbors basking in the glare of a much warmer sun.

On wool carpets the difference is no less marked. Our rate continues at 35 per cent.; their duty varies from 60 cents per square yard and 40 per cent. ad valorem on Axminster and 44 cents per square yard and 40 per cent. on Brussels to 28 cents per square yard and 40 per cent. on tapestry. Yet, our carpet manufacturers have done well under their comparatively meagre protection, which is made less satisfactory by taxed raw material.

The Americans charge a duty of 44 cents per lb. and 60 per cent. ad valorem on all woollen knitted goods and ready-made clothing which is vastly higher than the Canadian 35 per cent. Dress trimmings are charged a duty of 50 cents per lb. and 60 per cent. ad valorem at American ports; the charges in Canada are 35 per cent.

In millinery the difference is very apparent and is important, inasmuch as so much millinery material cannot be obtained outside of Great Britain, France and Germany. Artificial flowers are admitted into Canada at a rate of 25 per cent., the Americans pay 50 per cent.; on ribbons our duty is 35 per cent., theirs 50 per cent.; on straw hats we pay 30 per cent., they pay 50; on silk nets we pay 35 and they are charged 60 per cent.

On linens the parallel also holds. Woven fabrics enter the States at a duty never less than 50 per cent. and oftentimes more; our duty never exceeds 35 per cent. and in the case of made-up goods it is sometimes less, as for instance linen bags which are admitted at a 20 per cent. rate, or linen towels admitted at 30 per cent.

Canadians can import silk fabrics—paying a duty of only 30 per cent.; the Americans must pay a charge of 50c. to \$4.50 a lb. and this is never allowed to fall below an ad valorem duty of 50 per cent. The American duty on silk neckties is 60 per cent., the Canadian is 35.

In all these comparisons of staple dry goods and millinery the American duty is as a rule 15 to 20 per cent. higher than



ours. Reckoning on English goods which are admitted into Canada at a preferential rate, they pay from 25 to 35 per cent. more than we do. And it must not be forgotten that the complaint made that French and German goods are imported through England at the low tariff rate is only too true in a great many cases. One can easily deduce from these facts that the Canadian wholesale houses derive as much protection from foreign competition from the American tariff as they do from the Canadian and that a lowering of the American tariff would be a circumstance of much consequence to them.

#### THE DISCRIMINATION AGAINST CANADIAN MANUFACTURERS.

A FEW days ago the Canadian manufacturers of silk neckwear waited upon the Government at Ottawa to expose a tariff grievance under which they are labouring and to ask redress during the present session of the House.

The manufacturers were represented by Messrs. Black and Cookson, of Montreal, and Currie and Watson, of Toronto, and for two hours they pleaded their case before Hon. Messrs. Fielding, Paterson and Tarte. Unlike most deputations, they did not ask for protection, they merely requested the amelioration of any injustice that is an evil working of the preferential tariff. The peculiar position arises out of these circumstances. All manufacturers of ties, whether Canadian, English or American, buy their silks on the European continent. English manufacturers can import them into England free; Canadian importers must pay a duty of 30 per cent. The English manufacturers can make up these ties, send them to Canada and their importation duty is only 35 per cent. less the  $\frac{1}{3}$  preferential allowance which brings it down to  $23\frac{1}{3}$  per cent. That is to say, English ties can be imported under a  $23\frac{1}{3}$  per cent. rate of duty, while the Canadian importers must pay a 30 per cent. levy on all their silks, facings, linings, metals, and, in fact, everything they employ as raw material. Our manufacturers are discriminated against to the extent of  $6\frac{2}{3}$  per cent.

The manufacturers of silk blouses and waists have the same protective reaction to contend with, but, as styles change so often in ladies' garments, outside manufacturers cannot secure ideas on styles, make up the goods and have them on sale here before Dame Fashion changes her whims and fancies and they are dead stock. Fashion is the only thing that protects them against irresistible onslaughts of the outside manufacturer, favored as he is by the present workings of the tariff.

The tie men are differently situated. Men's styles change but slowly and outside manufacturers can supply fashionable goods to the whole of the country trade. In England goods are made up at a trifling cost, and, aided by the discriminative tariff to the extent of  $6\frac{2}{3}$  per cent., the British manufacturer can outstrip the efforts of his Canadian competitor. Yet, nevertheless, the deputation did not ask for protection; they want only equality of condition. It is said that it costs only 18c. per dozen to make ties in England that cannot be manufactured here under 40c.

There are three different remedies suggested. The first is

to raise the duty on imported neckwear to 50 per cent. But the Liberal Government has not acquired a reputation for raising duties. The second is to lower the import duty on tie silks. But tie silks might be used for blouses and how can the Customs authorities be sure that they will not be employed for such purposes? The third is to counterbalance the discrimination on silks by admitting facings, linings and metals free, which would give back to the manufacturers about half of what they lose by the existing discrimination. This last suggestion seems to be the most feasible although the amelioration it would bring would not be complete.

The gentlemen who interviewed the Government are in hopes that at least the duty on trimmings will be immediately effaced and that, in time, means will be found to lower the duty on silks. Mr. Fielding characterized the discrimination as "one of the evil workings of the preferential tariff" and Mr. Tarte expressed himself as strongly in favor of tariff amelioration. The manufacturers intend to keep their claim before the Government till full satisfaction is obtained.

#### THE PARKS COTTON COMPANY.

THE affairs of the St. John cotton mills have not yet been settled. A further statement submitted to the shareholders says that during the first half of last year a profit of nearly \$12,000 was made. For the second half of the year the mills were running on reduced time and operations were conducted at a loss of about \$27,000. The mills paid out in wages during the year, \$115,000.

Naturally, therefore, the people of St. John are interested in seeing that the mills are reopened and in working order, because it would be difficult to find employment for so much displaced labor, if the mills were closed down. When it is considered that the mills had to pay interest on borrowed money to the extent of 7 per cent., and were met by an unexpected rise in the price of raw cotton from  $8\frac{1}{2}$  to  $11\frac{1}{2}$  c., while the prices of the manufactured goods could not be increased, owing to competition with other Canadian mills, the management have had certainly to struggle against considerable difficulties, and it is to their credit that but for the abnormal increase in raw cotton prices the mills would have in time emerged from all their difficulties.

Apart altogether from the value to St. John as a city in having the mills go on, and apart also from the personal position of Mr. Parks, to whom, as an old and courageous manufacturer, some sympathy is due, we would be sorry to see these mills either shut down or pass into the hands of other Canadian companies.

It is very necessary that there should be competition and the statement which Mr. Parks has submitted to the shareholders leaves no room for doubt that cotton manufacturing can be carried on successfully in St. John. The mills may need to be fitted up with some improved machinery, and further capital may be required to get matters out of the present tangle, but there ought to be enough foresight and public spirit in New Brunswick to affect this. We imagine that both the wholesale and retail merchants of Canada would prefer that this independent cotton company should go on.



**GOING DIRECT TO THE RETAILER.**

**T**HE action of three prominent Ontario manufacturers in deciding to sell direct to the retail trade has created much interest in business circles.

The three concerns in question are : The Slingsby Mill, blankets, Brantford ; The Kingston Hosiery Co., makers of hosiery and underwear ; and The Watson Manufacturing Co. of Paris. These are all first-class mills, and the blanket mill is one of the largest and best on this continent. The result of this policy will, therefore, be watched with a great deal of interest.

The wholesale trade do not believe in this policy of mills going direct to the retailer, and give reasons which seem to them to point to the wisdom of mills continuing to let wholesale houses handle their goods rather than to sell in small lots to the retailer. They point out that the mills which deal direct with the retailer must carry large stocks in order to be able to supply him, since there is no reason why he should load himself up with large purchases at the beginning of the season, when it suits his purpose better to buy from hand-to-mouth. Then, the cost of putting travellers on the road to cover a big country like Canada will, they argue, add to the cost of the goods, while the risk of giving many instead of few credits must also be greater. They also show that other mills have tried this experiment in the past and have returned to the old plan.

But the manufacturers in question must be assumed to know their own business best. It is an old saying, that competition is the life of trade, and, while this may be carried to an extreme, we may always feel sure that increase of competition makes far brisker trade. The retailer will welcome the change, and, doubtless, with him the success of the policy rests. It is contended also that by going direct to the retail trade a larger market is secured for the better class of goods, and from these lines of goods, as a rule, higher profits are obtained, both for manufacturer and merchant.

Without professing to know all the merits of the question one way or the other, we consider the new departure of the highest importance to the trade, and one which we shall all watch with the keenest interest.

**RETAIL PURCHASES OF COTTON.**

The buyers for wholesale houses express decided opinions in favor of the view that now is a good time for the merchant to make his purchases of cotton, as they anticipate a stiffer market later on.

It is pointed out that in certain lines the wholesale houses are selling at old prices, and that actually in certain instances they are still offering goods to the retailer at figures below mill prices. The mills themselves, owing to the way in which prices of raw cotton have kept up, are talking higher prices, so that one would think there was only one course for the retailer to pursue, that is, buy.

But what is the retailer to do when he sees the big department stores offering cottons in small lots at prices as low as,

or in some cases even lower, than those of wholesale firms, consequently below mill prices? It is pretty hard for the town and country retailer to pay the same prices for his stock of cottons as the big stores are offering them at to the general public.

In fact, during the past month or two at some of these rush sales, in at least one Canadian city, if a retailer had happened to be in town when the goods were offered away down, it might actually have paid him to go in to the department store and buy four or five pieces! Indeed, it is said that the department stores, when offering these goods, did not stipulate as to the quantity to be bought, but would have sold freely as long as the supply lasted. May we not attribute partly to these extraordinary reductions by the big stores the hesitation of the retailers to buy cottons?

**GOOD TREATMENT OF EMPLOYEES.**

**A** FACTOR of no small success in business is good treatment of clerks and other employees.

This rule is well recognized by experienced firms, so that they regard a satisfied staff as one of the essential features in securing a good year's result. Every firm has its own way of accomplishing this. What answers in one case might not answer in another. But as good a plan of rewarding faithful service as any we have recently seen is a departure which Messrs. John Macdonald & Co., Toronto, have made in connection with their oldest employees. We give the plan as of considerable interest to the whole trade. In the case of all employees who have concluded twenty-five years continuous service with the firm, an insurance policy of \$1,000 is given them. It is made payable, in the event of their demise, to whomsoever they designate, so that they alone or their heirs will benefit.

The firm in question is noted for the length of service which distinguishes many of its trusted employees, so that it will not be long before perhaps a dozen persons are thus insured for their benefit at the expense of the house. It is a very generous and practical reward to faithful workers since the premiums on life insurance are high as a man gets on in life, so high, often, as to deter some who have not taken out policies when they were young. Life insurance is a vital matter to men with families, as essential as fire insurance on business stocks, so that John Macdonald & Co. have hit upon a wise method of acknowledging long service. It is a good policy to start the new century with.

The creditors of K. Rudkin, dry goods and millinery, Peterboro', have agreed to accept a settlement of 27½c. on the dollar. The liabilities were \$11,881.62, and assets \$5,041.61. The Toronto creditors are : The Wyld-Darling Co., Limited, \$2,540; Merchants Dyeing and Finishing Co., \$938; J. D. Ivey & Co., \$200; The D. McCall Co., Limited, \$176; S. F. McKinnon & Co., \$142; The Crompton Corset Co., \$135.





#### AN ENGLISH TAPESTRY DECISION.

**T**HE recent extraordinary decision of an English judge to the effect that framed tapestries hung against a wall and fastened at the corners by screws to the wall should be considered as belonging to the house, that is, as fixtures, and therefore the property of the landlord, has been reversed by the higher court, as was generally expected.

The tapestries involved in the case are the property of Mme. De Falbe, who bought them from Duveen Bros., paying \$35,000 for them. Speaking of the suit to a reporter for a daily newspaper, a member of this firm said:

"We took up the case entirely on our own shoulders and employed the best counsel; for it meant that if it went against us it would have become almost impossible for us to sell any more tapestries in England. This is the reason, and it is a very simple one, that landlords should get possession of tapestries and the leaseholder would not buy such expensive works of art to lose them in the end. We took over the option on these tapestries two months ago, engaging ourselves for all risks and the question of a lawsuit. We were determined to fight the case to the end, even if we had to go to the House of Lords with it."—New York Carpet Trade Review.

#### EFFECT OF THE QUEEN'S DEATH.

The death of the Queen is sure to have a restrictive influence upon the carpet trade, says The Kidderminster Shuttle. The court will be in deep mourning for six months and partial mourning for another period of six months, and the West End will be sombre and quiet. There will be few parties or social gatherings, and the absence of gaiety will curtail the demand for carpets. Traders will be embarrassed with heavy stocks of bright Spring goods which have already been ordered, and in most cases delivered, and will, no doubt, be more than usually careful in placing orders for carpets. The goods which have already been manufactured upon orders given in November and December are now being delivered, but it is possible that the home Spring trade will be a quiet one. Orders which have lately come to hand are somewhat small, but so far machinery keeps fairly well employed.

#### TRADE IN THE U.S.

Although buyers are in town in large numbers, it cannot be said that wholesale business has been especially active during the past fortnight, but the prevailing dullness is entirely seasonable, and while trade may now be a trifle more quiet than is usual, no significance is attached to this fact, and a satisfactory increase in business is confidently expected to come as soon as the retailers begin to cut up goods.

All our advices seem to point to an early and active beginning of the Spring retail trade, the weather being the only uncertain feature of the situation. As a very large proportion of the Spring business is secured in the country districts, the weather and consequent condition of the roads are always important factors in the opening of the season.—The New York Carpet Trade Review.

#### MAIL ORDERS A FEATURE.

The large increase in business of Messrs. Geo. H. Hees, Son & Co. has induced them to greatly enlarge and improve their special order and mail order departments, so they are better prepared than ever to give quick despatch to this branch of their business. It is generally understood that back of a mail order is a customer waiting who will take no excuse for delays, and this firm promise that mail orders will be promptly attended to.

#### PRICES OF JAPANESE MATTING.

Mr. G. Z. Akawo, who is now at his New York salesroom, and is recently from Japan, tells us that the reason for the scarcity of low-priced Japanese matting is that with the duty and expense of bringing matting here and the higher cost of manufacture in Japan it is becoming impossible to land Japanese matting in this country which can be sold around 10 to 12 cents. The Japanese workmen are wanting more of the necessities and luxuries of life, and Mr. Akawo thinks that the basis of wages there must continue to advance. He says, further, that there has been a very good crop of straw, but there has been great delay in delivering it to the manufacturers, and the latter have been behind in the delivery of the manufactured goods, hence the difficulty in getting prompt deliveries here.—N.Y. Carpet Trade Review.

#### AN ARBITRATION AT SHERBROOKE.

An arbitration committee of gentlemen in the city of Sherbrooke, consisting of Messrs. F. P. Buck, D. D. McManamy, S. W. Jenckes, W. R. Webster and W. E. Paton, have just reached the following decision in a case submitted to them. It was a claim made by Mr. Talbot, formerly of The Dominion Brussels Carpet Co., Limited, against that company and its president and general manager, Mr. Dresser. The award says: "The said Fred Talbot has no claim whatsoever against the said Warren S. Dresser or The Dominion Brussels Carpet Co., Limited, and the said Fred Talbot is not entitled to receive anything from the said Warren S. Dresser or The Dominion Brussels Carpet Co., Limited, on account of the matters in dispute between them."

#### CARRYING STOCK IN LACE CURTAINS.

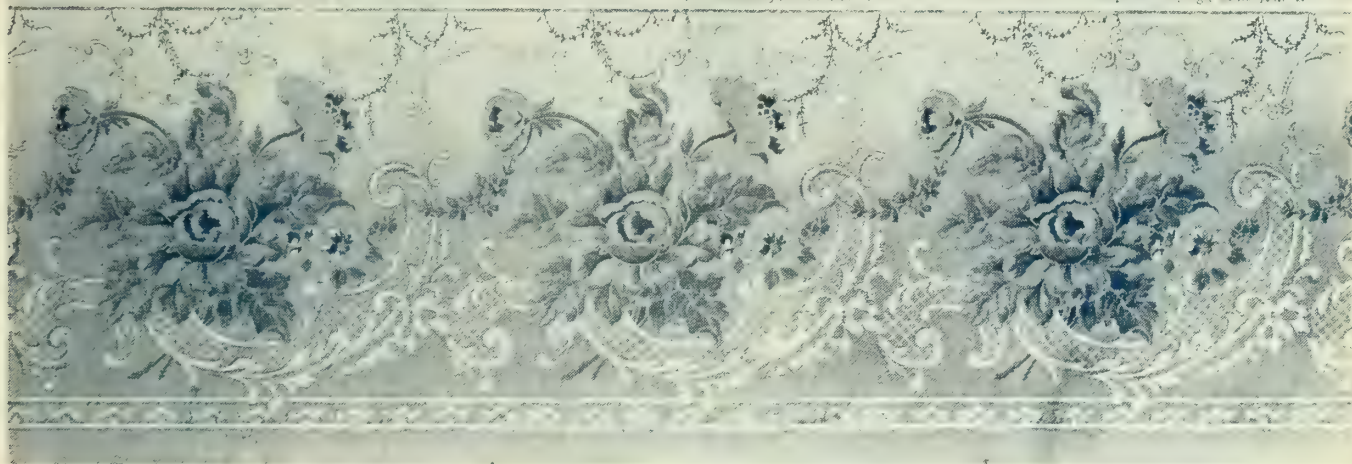
That big stock of lace curtains that Messrs. Geo. H. Hees, Son & Co. advertised has been heavily drawn upon by the retailers, but, as the great sellers have been duplicated and new patterns added, their stock to deliver is even better than ever. The retailers fully appreciate the benefit of having a stock of over a hundred thousand pairs of lace curtains to draw from and get them promptly delivered, and that accounts for the big business Messrs. Hees, Son & Co. are doing in supplying many dealers who formerly gave direct import orders.

#### THE IMPORT CARPET TRADE.

The carpet trade in England is in a healthy condition. Prices remain stationary and are firm, with no prospects of a break. Oilcloth and linoleum prices are also firm, and there is no likelihood of a reduction for at least 12 months. In the hemp and jute trade there is altogether likely to be an advance in piece goods. Manufacturers claim that they have been losing money on every yard woven for the past 12 months. Curtains, quilts, and all cotton goods are very firm. The raw material is higher than for a great many years. So says Mr. J. H. Mitchell, buyer for John Macdonald & Co., who has just returned from abroad.

As to colors, there are indications of a run on tans again.

THE **Watson, Foster Co.,** LIMITED  
**MONTREAL.** **WALL PAPERS**



18 INCH INGRAIN FRIEZE NO. 1969.

A VERY DECORATIVE ROCOCO PATTERN  
 WHICH MATCHES TWELVE LEADING SHADES.  
 A SMALL SHADE BOOK OF INGRAINS, WITH  
 ILLUSTRATED MATCH COMBINATIONS, OR  
 SAMPLES, WILL BE SENT UPON REQUEST.



RE-ORDER  
 NOW  
 ANY PATTERNS  
 YOU ARE LIKELY  
 TO BE SHORT OF.

WORKS ONTARIO STREET EAST.  
 MONTREAL

SAMPLE BOOKS  
 OF ANY DESIRED  
 GRADE OF WALL  
 PAPERS SENT  
 PREPAID TO  
 THE TRADE.



# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

# BATTING...

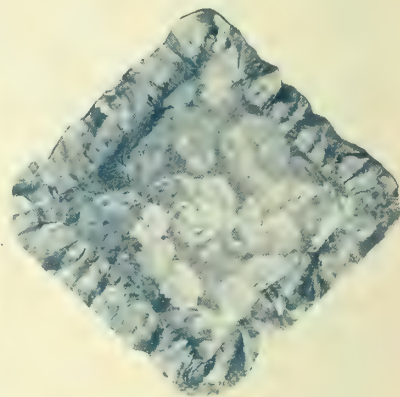
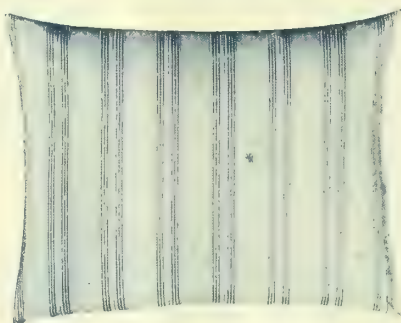
Guaranteed free of Threads and other weak and lifeless stock

*NORTH STAR,  
CRESCENT  
AND PEARL*

## ..COTTON BATTING..

Quality for this season still better than ever.  
The best at the price. Made of good pure  
Cotton—not of shoddy. Ask for. . . . .

North Star, Crescent  
and Pearl Batting.



## "PERFECTION BRAND" GOODS, 1901

Comforters

Cushions

Bed Pillows

Largest range ever shown.

Designs positively exclusive.

Prices lowest in Canada.

Six different grades of filling.

Every size and style imaginable.

Ask for Price Lists.

New and successful method of cleaning feathers which ensures a perfectly odorless filling and makes the Pillow pure and sweet as though filled with air. We guarantee them.

OUR NEW SAMPLES ARE NOW ON THE ROAD AND IT WILL SURELY PAY YOU TO SEE THEM BEFORE PLACING YOUR ORDER ELSEWHERE.

CANADA FIBRE CO., Limited

MONTREAL.

# BALDWIN & WALKER

Limited

Halifax, England,

are the makers of the celebrated

## "LADYSHIP"

Knitting and Fancy  
**WOOLS.**

Their Agents in Canada are—

John Gordon &amp; Son,

17-19 De Bresoles Street,

**MONTREAL**

who now hold a representative stock  
ready for the Spring trade.

# Spring 1901

Lines in Which we Lead

Ladies' and Children's  
Hosiery and Underwear,  
Embroideries and Laces.

Men's Collars, Ties, Braces, Balbriggan  
Shirts and Drawers, and Top Shirts, all  
kinds . . . . .

SMALLWARES A SPECIALTY.

THE

**St. Thomas Import Co.**  
**ST. THOMAS, ONT.**

# W. TAYLOR BAILEY



Upholstery Supplies,  
Drapery Fabrics and  
Brass Goods,  
MANUFACTURER OF . . . .  
Window Shades.

Our Window Shade Factory is now past the experimental stage,  
and we guarantee our make to be all AI goods.

In Upholstery Goods our long connection with the old firm of  
PETER SCHNEIDERS, SONS & CO., New York, keeps our stock  
full up with the latest designs and colorings.

**27 & 29** Victoria Square, **Montreal.**



**CARPETS AND CURTAINS—Continued.**

Crimsons are very strong. Carpets that are looked upon with great favor are plain grounds in greens or crimsons, three shades of each being shown.

Patterns show a tendency toward smaller effects.

There are not many new things shown for the Fall trade. The styles are almost entirely repeats of the best selling lines for Spring. A few novelties may be seen, mostly in the better class of goods.

**NEW GOODS ARRIVING.**

The sales of upholstery goods this season Messrs. Geo. H. Hees, Son & Co. state have exceeded the most sanguine expectations. When a firm strikes out in new ventures there is always some risks that there may be unlooked for disappointments, but in their case the upholstery business was so near akin to that of their old-established business of manufacturing window shades, etc., that the two lines easily blended. To manufacture upholstery goods in Canada that are in every way equal, if not superior, to any imported, and saving to the purchaser much if not all the difference in duties, has of course been an important factor in turning a large volume of business into the hands of Messrs. Geo. H. Hees, Son & Co. But there are other valid reasons why they are the acknowledged leaders in these goods, and one is that lines they don't manufacture they import in such quantities and carry in stock ready to deliver that live dealers find it greatly to their interest to buy of them. Some very pretty goods just from their looms in Valleyfield are attracting the attention of the trade, and it would be well to have their travellers show these new lines when calling.

**THE PRESENT TASTE FOR LACES.**

The demand for laces of all kinds has never been greater than it has been during the past few months, is now, and will be for a long time to come. Everything is selling, and at good prices. High-class novelties are mostly wanted. Brophy, Cains & Co. say :

This is a lace year, if there ever was one. Laces are to be used in every conceivable manner and in every possible location.

Nearly every evening gown seen shows either an abundance or at least a touch of lace.

All-overs stand way up at the front. They are being used in every possible way, for entire costumes, skirts, vests, guimpes, revers and in many other ways.

Valenciennes is selling well. There is always a steady demand for these goods.

**THE "LAURIER" TOWEL.**

S. Greenshields, Son & Co. have lately put into stock a new linen towel that they have had made especially for the Canadian trade. It is called the "Laurier" towel and is made of fine cream Scotch damask. Standing out prominently and neatly in the towel is the face of the Canadian Premier, and underneath are the words : "Sir Wilfrid Laurier, G.C.M.G., P.C., the foremost Canadian of our time, November 7, 1900." The effect is produced by the weaving of the dull and bright finish, and the work, to say the least, is quite unique. Be he Grit or Tory, every dry goods dealer should have this linen novelty in his stock.

**Merchants' Day in Wolfville.**

A Project for Drawing Trade in a  
Nova Scotian Town.



MERCHANTS' DAY, as advertised by the merchants of Wolfville, N. S., has now been in existence for three seasons. There is a difference of opinion among us as to its advantages. Some are in favor of it, and others are sceptical, but we think on the whole it has been beneficial in keeping at home trade that seemed to be drifting to other towns and especially to the departmental stores of Toronto that do a large business in this county.

Our method is to combine our advertising in the local papers by taking a large space and offering all the special bargains we can beside a general discount on all stock of 10 per cent. for that day. This reduces the cost to a very small figure for each one.

We agree at a meeting of all the merchants on the special goods that each will sell on that day in order that there may be no clashing, and the total list certainly offers great inducements to the customers. As our business is classified here, customers can make their list of dry goods, groceries, boots and shoes, hardware and drugs, etc., and by taking in each store get a lot of useful goods at very low figures.

We are careful to do exactly as we advertise ; make our list of inducements—goods that the buying public need. Of course we drop a lot of profit but our sales are large and in the rush and excitement of a big sale lots of unseasonable and slow selling lines are worked off.

We have chosen the holiday season—generally a week before Christmas—to allow dealers in fancy goods the same opportunity of participating. The evil attending it is that so many wait from the date of the announcement of sale that trade is generally dull for a few days preceding the "merchants' day," but we seem to have our regular Christmas trade after it.

We think it has established more confidence among our customers that the local dealer is trying to do as well for them in the way of low prices as the city stores and prices quoted in catalogues. Personally, I think such a sale would be of great advantage also in the Spring, say, April or May.

If any of the readers of THE REVIEW wish any further details we should be pleased to give all the information we can.

J D CHAMBERS.

Wolfville, N.S., Feb. 22, 1901.

A. S. Richardson, Toronto, has issued a catalogue of his wax figures and papier mache forms, which merchants should send for, as by using them they can very much improve their windows. This is the only factory in Canada that makes these goods. Besides the forms a number of fixtures, racks and stands for displaying goods are shown in the catalogue, which is fully illustrated, and with each cut is a description of it, measurements, etc., and price.

OUR CARPETS  
HAVE  
STYLE.

CONSIDER  
FULLY

OUR CARPETS  
ARE OF  
AI QUALITY.

That we have taken into account every necessary point to make our carpets popular with the public and profitable for every dealer who handles them. The splendid demand for our productions is the best proof we have that our efforts have been successful. Our patterns and designs are very attractive. It will pay you to write for samples and prices.

OUR CARPETS  
ARE  
DURABLE.

THE . . .  
**DOMINION CARPET CO.**  
LIMITED,  
SHERBROOKE, QUEBEC.

OUR  
BRUSSELS  
WILTONS  
INGRAINS  
ARE  
SURE SELLERS.

## Which do You Prefer ?

**CARPETS** that are good sellers  
or

**CARPETS** which, on account of their unattractiveness and poor quality, will not satisfy the tastes of buyers—therefore remaining in your store.

**IF YOU DESIRE** Carpets perfect in colorings, lustrous and beautiful in fabric, with up-to-date patterns, we manufacture an assortment that will meet with much favor from all who see them. They're not the kind that remain long with you. Cordial invitation extended to all dealers to send for samples and prices.



**GUELPH CARPET CO.**

GUELPH, ONT.



# WINDOW AND STORE DECORATING

Conducted for *THE REVIEW* by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## THE EASTER TRIMS.

**N**OW is the time to be thinking about Easter trims. Don't leave them until the last week or two. If you do, they will lack many good points that they otherwise would contain if given weeks of forethought.

Backgrounds can be prepared now, during the spare hours. Everything can be made to fit in its place when it is time to put them in the windows. *THE REVIEW*, in this number, offers some splendid suggestions for Easter opening trims.

### SUGGESTIONS FOR SMALL WINDOWS.

Emblems of Eastertide—such as a cross, bells, rabbits, eggs, chickens, doves, etc.—can be worked out in different ways.

For a 6 or 8 ft. window, place columns 2 ft. apart. These can be made of white cheesecloth or other material, evenly plaited. Around these entwine smilax or other creeping vines, or flowers, and on top of each column place a pot of Easter lilies or flowers.

In the foreground, arrange a large egg, which is made by taking a large wooden chopping-bowl, also one smaller.

Then get some bendable strips of wood, put the larger bowl at the top and the smaller one at the bottom, and fasten together with the strips to form an egg.

Cover this over with carpet felt paper and puff white cheesecloth over it, or sheets of white cotton batting. Entwine with green vine, or mount it on wheels, drawn by four rabbits, with a doll seated on top holding reins of ribbon, which run to the rabbits.

For the floor, get some excelsior such as upholsterers use for stuffing (it's cheap stuff), dye it grass green with "Diamond" dyes, and scatter it heavily on the floor.

Place a couple of geraniums, in bloom, here and there. Pleat the background of the window in lilac or mauve.

This will give you a beautiful window for showing millinery, costumes, dress goods—in fact, almost any line.

### FOR EASTER MILLINERY.

The milliner is best equipped of all merchants for Easter time, having flowers and ribbons from which to trim.

Circles, arches and fancy designs can be made entirely of flowers.

Novelties in the way of recesses, coves, etc., may be used for backgrounds and profusely trimmed with flowers.

The cross is an emblem of Easter and a handsome floral cross may be made as follows: Take six wooden hoops from

sugar barrels and fasten four of them together in a straight row by means of strong wires.

Then, between the first and second hoop from top, wire one on each side, thus forming a cross. Twine the hoops first with white or green paper or cloth and then with artificial flowers, and suspend the cross in centre of your window.

Then, in the centre of each hoop, suspend by means of invisible wires from the brim a trimmed Easter hat. The effect will be very good.

Floral bells are easily made over a frame of cardboard, and are very decorative.

The outline of a dove, with outstretched wings pasted to it, forms an excellent basis for a floral design. The milliner has a thousand-and-one ways to trim, and there is no doubt the Easter millinery windows can be made most attractive of any.

### EASTER SHOE TRIMS.

In the illustration No. 1 may be found ideas for a pretty Easter shoe trim.

The bells can be made entirely of barrel hoops for a frame covered over with puffed cheesecloth or tissue paper. A trim made like the drawing touched up here and there with a few Easter lilies or potted plants and a few appropriately worded cards would create a very attractive display.

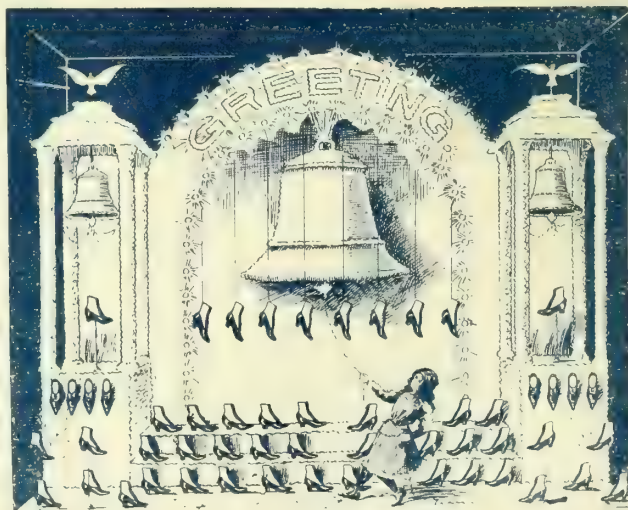
The frame should be covered entirely with white, with a puffing for border of Nile green, mauve or canary.

### EASTER CLOTHING WINDOWS.

In illustration No. 2, the design is an exceedingly handsome one. The arches are made by taking six long bendable strips or wooden arches about 2 in. wide and covering them over with palm leaves. These leaves can be bought for about \$5 per 100 (as described in a former number of *THE REVIEW*), and make effective accessories for decoration, and can be used in so many different ways.

The background in the drawing is black, but it should be carried out in white or other light shade with a draping over the top of some pretty blending color.

From the centre of each arch tinsel is festooned. White or



No. 1—Easter Shoe Window.

# Phillips' Illuminated

*Silent Salesman*  
TRADE MARK

*The best show case that money and skill can produce.*

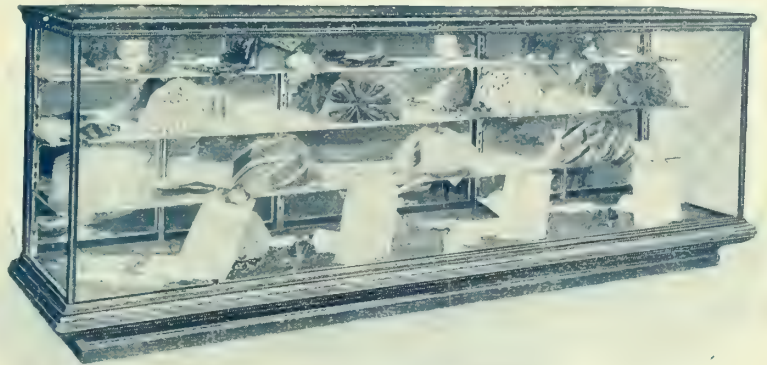
Our cases are made by skilled workmen.

We use the best English glass obtainable.

We know what is required in a show case and build it accordingly.

We offer you the best show case made—at a reasonable price.

We have a circular that tells all about our patent lighting device. Send for one if interested.



Lighting Device Patented in the U. S., Oct. 10, 1899 and Jan. 1901.  
Patented in Canada, Jan. 4, 1900.  
JOHN PETZ PATENTEE.

## John Phillips & Co., Limited, Detroit, Mich.

ESTABLISHED 1864.

Reference—CHANDLER & MASSEY, Limited,  
Toronto and Montreal.

Canadian Branch: WINDSOR, ONT.



Luxfer Prisms successfully lighting  
store 100 feet long.



Ordinary glass made the store unrentable  
without artificial light.

Specified  
by  
Architects.  
Approved  
by  
Owners.  
Appreciated  
by  
Tenants.

Form  
Your  
Own  
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

### THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.



**WINDOW DECORATING—Continued.**

mauve crepe paper, cut in  $1\frac{1}{2}$  in. strips and twisted, makes a pretty festooning. Tie a large bow of same and fasten it in centre of each arch, allowing the ends to hang down a couple of feet.

Each coat should have a neat price card made in the shape of an egg or lily. The figuring on the tickets should be in green.

A few potted Easter lilies throughout the trim would set it off. THE REVIEW will furnish any of its readers with the addresses of the firms who keep and manufacture these palm leaves, artificial flowers, etc.

In illustration No. 3 we present a very neat arrangement of dress silks, parasols, etc., or, in other words, a very effective combination trim.

You will observe how little there is shown in this trim. It is not crowded in the least. Everything stands out prominent. Each piece of silk has a neat price card attached. The background is made in three separate sections.

This is the "prepared-ahead-in-spare-moments" background (as described in former numbers of THE REVIEW). It is merely an arch made of  $2 \times 1$  in. wood 6 ft. high and 4 ft. wide and pleated with cheesecloth from the centre to the sides in sunburst effect. The trim is a very neat display for an Easter trim. A few flowers or Easter lilies would heighten the effect.

**CREPE PAPER AS A DECORATION.**

The use of crepe paper as a window decoration is one of the most valuable fabrics for decorative purposes. Wherever and whenever it is used it is necessary to first stretch it. This, besides making the material go so much further, prevents it from drawing or puckering when used on a smooth surface and from bulkiness when used in draping.

As it can be obtained in all colors it makes a very attractive background. This can be arranged by cutting it into



No. 2—An Easter Clothing Window.

strips any desired width and ruffled by pulling up and down between the thumb and finger as perfectly and evenly as if by machinery. These strips or streamers as we call them, may be also utilized for festooning and draping by fastening unstretched pieces (ruffled on both sides) by one end and twirling round and round from the other end.

It can be braided easily, one color or several being used as desired. Fringe may be formed by cutting either with or across the grain, and tassels made as with any other material.

**THE EASTER LILY.**

Easter is the season of flowers. All flowers are allowable. White are preferable. But don't use white flowers exclusively, for they will give a funereal air to the entire display.

Use lilies, both the "Calla" and Easter lilies, and with them mingle roses, tulips, hyacinths, taking care to employ plenty of greenery, vines and leaves. The lily is the emblem of Easter.



No. 3—Dress Silks, Parasols, etc.

Make your Easter lilies of mammoth proportions for centre or corner pieces. This can be done by making them out of cardboard, and covered with white surah silk, cheesecloth or white tissue.

A good-sized lily of this variety may be made by cutting sugar barrel hoops into quarter sections (as seen in the drawing) and fastening six pieces firmly together at one end. Then cut six petals from heavy cardboard and fasten to each hoop to the outside, a similar piece is placed inside, and the edges sewed or glued together. The bit of hoop is then hidden, but forms a rib to hold the leaf in place.

Place some white tissue in the centre if centre shows, and wind the lower end in dark green cloth or tissue after attaching the stem. A doll peeping from inside the lily or a nest of eggs or a brood of chickens will look well.

If the lily alone is wanted, to make the stamens protude from the centre take some stiff wires and wind them with yellow silk and attach a small yellow ball at end of each stamen.

Easter Lilies.

**SHOW CARDS FOR EASTER TRIMS.**

The accompanying illustration of show card work will convey to the beginner an idea of what progress can be made with a few weeks' practice. These cards were a few samples from among a number I did in my spare time. While I do not consider them perfect, and while they would not be in it if placed alongside of some of those of an expert, yet I think they are good business cards and would answer the purpose of the average window.

When I first tried card writing a few months ago I became discouraged. I could not form a letter or a figure in any decent shape, but I made up my mind to practice it, as it was absolutely necessary for me to do my own card making, and I found that almost every time I tried my lines were much better than the previous attempts. By constant practice and by watching poster cards, show bills, magazine advertise-



GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

# Geo. H. Hees, Son & Co.

MANUFACTURERS OF

**CANADA BEING A  
WOODED COUNTRY**

WE HAVE SPECIAL  
OFFERINGS OF

**WOOD CURTAIN POLES  
AND WOOD TRIMMINGS**

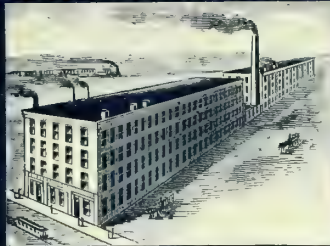
Splendid Finish,  
Handsome Patterns  
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

**HEAD OFFICE: TORONTO, CANADA.**



**OPAQUE  
SHADE CLOTH.**

CURTAINS, DRAPERIES,  
FURNITURE COVERINGS,  
UPHOLSTERY GOODS,  
LACE CURTAINS Etc.

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:

"HEES" TORONTO.



OFFICE: 71 BAY ST

We manufacture everything in the line of

## WINDOW SHADES,

and sell them at a price that affords the retailer LARGE PROFITS.

### TWO ADDITIONAL WINDOW SHADE MACHINES.

We have been making two additional machines for manufacturing OIL FINISHED WINDOW SHADES. We will begin delivering these new shades in February next, and they will be sold as cheap as any shades on the market.

### OUR DERBY TABLE COVER.

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

### UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

**GEO. H. HEES, SON & CO., Head Office, TORONTO.**



THE  
**CANADIAN COLORED  
 COTTON  
 MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
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**D. MORRICE, SONS & CO., AGENTS**  
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**DYEING  
 DRY GOODS AND MILLINERY**

Dry Goods, Cloth, Tweeds, Drills, Ducks,  
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Hosiery, Yarns, Gloves, Braids, Etc.

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Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

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Technical, Chemical Dyers and Finishers,

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Principal Offices—215 McGill St., Montreal.

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**THE CANADIAN  
 PRESS CLIPPING  
 BUREAU**

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

**THE CANADIAN PRESS CLIPPING BUREAU,**

232 McGill Street,  
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**WESTERN** Incorporated 1851  
**ASSURANCE  
 COMPANY.**

**FIRE  
AND  
MARINE**

|                    |                      |                |
|--------------------|----------------------|----------------|
| <i>Head Office</i> | Capital Subscribed - | \$2,000,000.00 |
| <i>Toronto,</i>    | Capital Paid Up -    | 1,000,000.00   |
| <i>Ont.</i>        | Assets, over -       | 2,320,000.00   |
|                    | Annual Income -      | 2,300,000.00   |

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

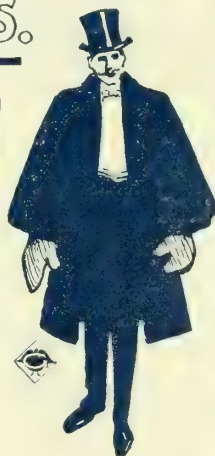
C. C. FOSTER, Secretary.

**THERE'S A DIFFERENCE**

**IN GLOVES.**



**SEE THAT  
 YOU  
 GET THE  
 RIGHT  
 KIND.**



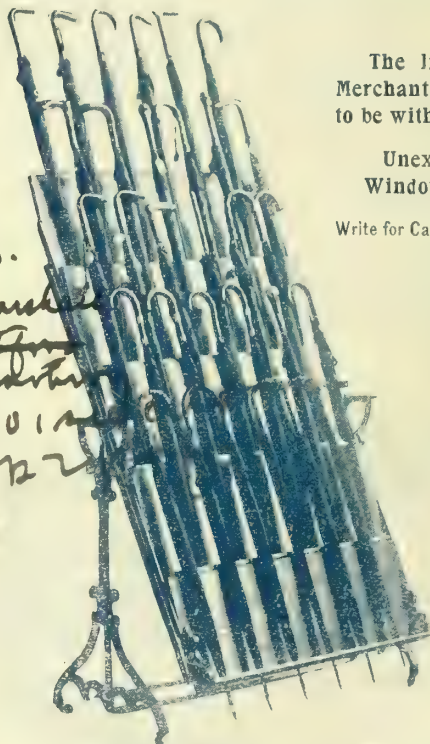
STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE  
 OF MATERIAL, FIT, STYLE, WORKMANSHIP AND  
 DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING-BAGS, Etc.

**W.H. STOREY & SON**  
 THE GLOVERS OF CANADA.  
 ACTON, ONT.

**MARSHALL'S UP-TO-DATE  
 DRY GOODS DISPLAY STAND.**



The live Dry Goods  
 Merchant cannot afford  
 to be without these.

Unexcelled for  
 Window Dressing.

Write for Catalogue and Prices.

L. E.  
 M. Marshall  
 Sarnia  
 18/4/01  
 185

ONE OF THE NUMEROUS POSITIONS.

Manufactured by

**E. M. MARSHALL, - Sarnia, Ont.**

# NOVELTIES! NOVELTIES! NOVELTIES! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

## Hitchcock, Williams & Co.

SIR G WILLIAMS F. G WILLIAMS H WILLIAMS A. T WILLIAMS

### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

## The \_\_\_\_\_ World=Renowned “OXFORD”

CAMBRIC AND LONG CLOTH  
UNDERCLOTHING.

(Write for Samples and Price List.)



Oxford Underclothing



TRADE MARK



Oxford Underclothing

MANUFACTURERS

# W. F. LUCAS & CO.

129a LONDON WALL,

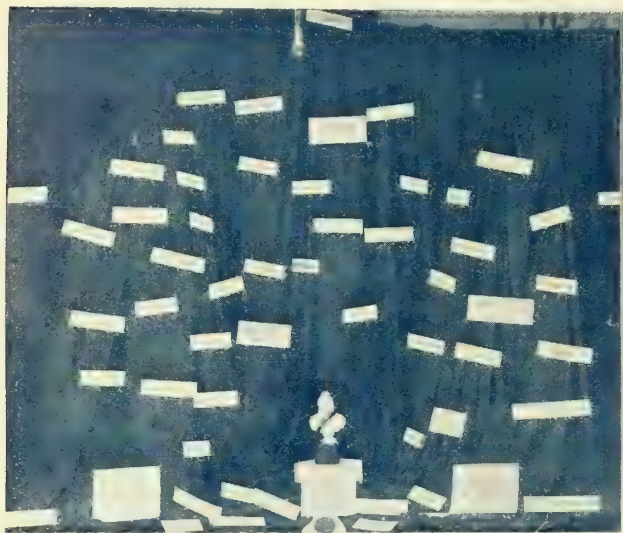
— LONDON, ENGLAND.



**WINDOW DECORATING—Continued.**

ments, etc., your head will become filled with dozens of designs for cards.

At first I used to draft all letters and figures out in pencil first and then go over them with the brush. This is a slow process, but it is necessary at first. In time you will become accustomed to shaping them and will be able to do it free-hand rapidly without the pencil outlining beforehand.



Memorial Window—H. B. Dawson & Co., Port Arthur.

The figure on the clothing card in the top right hand corner ticket is cut out of an advertisement in a clothing journal. It is pasted on and outlined with the brush. If you look over old numbers of illustrated magazines or fashion journals you will come across lots of cuts that can be clipped and used as described for show card work.

As to brushes. I use a No. 5 sable brush. For black lettering I use drop black thinned with turpentine; for colored lettering, "Diamond" dye dissolved in water, to which a little mucilage has been added, makes a good coloring. Any color can be made with "Diamond" dyes. White cardboard is the best for colored or black lettering. Black cardboard with white lettering is preferable for displays of white goods.

**A MILITARY TAILOR'S WINDOW.**

One of the most attractive displays ever made on St. Catherine street, Montreal, was shown a few days ago, in the large show windows of Mr. R. J. Inglis' tailoring establishment. Both windows were full of military uniforms and equipment, arranged with taste. The window to the right contained a fine array of tunics, mess jackets, etc., amongst them those of the Duke of York's Hussars, the Medical Staff Corps, the Fusiliers, Victoria Rifles, and others. A very elaborate design in this window was one showing the sleeves of the various regimental uniforms, including the Hussars, Dragoons, Royal Artillery and the infantry regiments. The helmets, busbies and officers' caps were also shown. The window at the other side of the entrance contained a fine display of saddlery and equipment, swords, revolvers, spurs, regimental badges and buttons, etc. There was also here shown an assortment of khaki cloth and the various styles of gold lace, which enter so largely into the uniforms of His Majesty's forces. Such a showy window exhibit would be hard to duplicate, and a constantly changing crowd was irresistibly drawn to view it. The occasion of this display was to make known to the public the

addition to Mr. Inglis' business of a military tailoring and outfitting department. It is Mr. Inglis' intention to make a specialty of all kinds of uniforms such as are required for railroads, banks, etc.

**SOME RECENT WINDOWS.**

By C. G. H.

There were many "mourning" windows shown in connection with the death of the Queen, and none were quicker to make them up or showed more taste in doing so than the men's furnisners.

The very day on which the news was received one or two of the most wide awake dealers made up their windows of black ties (shown with white shirts) and other black goods. Purple did not appear in the displays till some time later. Black and white made up the majority of windows, and was used to trim the showcases with also. Black ties, combined with collars and silk handkerchiefs, made an attractive display.

One of the largest milliners of the city almost invariably shows a number of cards, either with or without prices. If the price is not given a catchy phrase is used instead. "Mourning millinery a decided specialty" was printed on a card in the centre of a display of black made-up hats and trimmings. "We combine unique designs with moderate prices," "No millinery equal to McKendry's," etc., are other examples of the wording of these cards. The mourning hats were shown on wax figures dressed in black. A pretty effect in black and purple was produced by John Catto. The black goods were draped over stands, three rows being placed in the window, and on top of each was a bunch of violets. This was the only color in the window, and the effect produced by the use of the black and purple alone showed what can be done by simplicity in color and design, when the colors are well chosen.

If cards are to be employed to good effect it will not do to have them otherwise than absolutely truthful, or the result



Specimens of Tickets—Designed by H. Hollingsworth.

will be a very poor impression upon the observer. A men's furnishing window has a card on a line of the latest derby ties, reading "Newest ties, 50c. each." In another window



LEADERS OF THE BRITISH EMPIRE.

THE . . . .

# CONSOLIDATED CLOAK CO. LIMITED

Leaders in Canadian-Made Cloaks and Costumes.

## WHY?

- 1st.—Because our financial position enables us to buy our materials in the cheapest and best markets of the world.
- 2nd.—Because we employ the most skilled labor that can be obtained.
- 3rd.—Because we confine all our energies to making and selling Ladies' Cloaks and Costumes.
- 4th.—Because all our garments are tried on living models, thus insuring the fit to be absolutely correct.
- 5th.—Because our garments are manufactured on the premises, under our own supervision.

## RESULT:

THE BEST VALUES IN FABRICS, FIT, FINISH AND FASHION.

☞ Our Fall Samples this year will be superb. Be sure and see them.

Visiting members of the trade to the Millinery Openings on 4th March next will be welcomed in our Show Rooms.

18-20 Front St. East, TORONTO.







# K. Ishikawa & Co.

Main Office :

Yokohama,

Japan.

Canadian Office :

24 Wellington St. W.,

TORONTO.

## THE LIGHT — OF — EIGHT OIL LAMPS

— FOR THE —  
**COST OF TWO**

**100 CANDLE POWER**

FOR

50 cents a month with  
gasoline at 40 cents a  
gallon.

Satisfaction guaranteed or money  
refunded.

No. 8.



## THE AUER GASOLINE LAMP

CHEAPER  
BRIGHTER } THAN { ANY  
OTHER LIGHT

Write for Catalogue

### AUER LIGHT CO.

1682 Notre Dame, - - - MONTREAL

E. SIMPSON &amp; CO., MOOSE JAW, Agents for the Territories

## WINDOW and INTERIOR

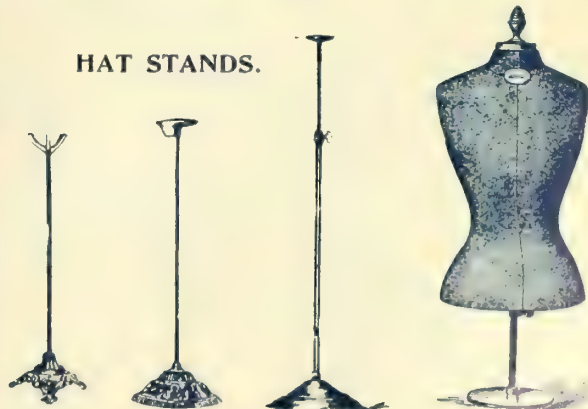


FINE WAX FORMS FOR MILLINERY USE.

*all to A. S. Richardson*  
*see cut for 3/10 day*  
**Display Forms  
Wax Figures**

AND **Clothing Forms**

HAT STANDS.



Send for Illustrated Catalogue  
to \_\_\_\_\_

## A. S. RICHARDSON

425 1/2 Yonge St., TORONTO.



**WINDOW DECORATING—Continued**

of the same store is a card attached to a line which are decidedly not the latest, and which reads "Latest ties, 25c. each." The colors and styles are so entirely different that the least observant of passers cannot fail to notice that if one is the "latest" the other cannot be. A continuance of this practice would give people very little faith in the statements that a dealer makes through his show cards.

Last month we spoke in this department of ticketing Scotch plaids with the names of the clans they represent. A window in the city at present contains a well-designed display in plaids of all kinds. The centre part, or body of the window, is made up of dress goods, each roll having attached to it on a small card the name of the clan whose plaid it is. At the back of the window stands a row of golf capes in various plaids, on forms. The sides of the window are made up of plaid travelling rugs, over which are arranged ties in the different designs of the Scotch clans. The attention which this window drew must have been well worth the trouble of thinking it out and arranging the goods.

The increase in sales due to the window displays are never overestimated by dealers, usually the reverse. A well known merchant said a while ago, "Whatever we show in our window we sell. I believe if we had six windows we would sell six times as much." A druggist who has lately opened up told me practically the same, notwithstanding that in his business there is less chance to effect sales by window displays than in other lines. One of the city's best men's furnis-  
ers

said, "There is always a special run on whatever we show in the window." But, in spite of such utterances on the part of prominent men in these totally different lines of business, there appear to be some dealers who look upon the window-dressing part of the business as a necessary nuisance, and who fill up their windows not to sell certain goods, but merely to improve the appearance of the store. It is a fact, however, that the great majority will agree upon that the windows help to swell the sales, how much could hardly be determined, but enough to pay the dealer to give all possible attention to the arrangement of the goods in his windows, and on his counters and showcases as well, for, if the window acts as a salesman to the passer on the street, the showcase should do likewise to the visitor in the store.

A dealer whose windows are not as large as he would like them, overcomes the drawback by the use of a case with a glass front, which he fastens to the wall of his store. This is a wooden case about eight in. deep and about five ft. square. It has a door of glass with a lock on it. The interior is lined with black velvet. In this he shows collars, ties, or other small goods. The collars show particularly well against the black background. Small hooks are attached to the back of the case to hold the goods shown in it.

A space saver and practical hat, cap and dry goods rack combined are essential features of Kirk's patent hat and cap rack, manufactured by E. J. Kirk, Bracebridge, Ont. The racks are very neatly gotten up and prove an attractive ornament, as well as an extremely useful fixture in stores.

**HOTELS FOR COMMERCIAL MEN.**

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " " .....             | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " " .....             | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |

**BEAVER LINE ROYAL MAIL STEAMERS.**

Regular Weekly Service between St. John, N.B., and Liverpool.

Calling at Halifax, N. S., and Queenstown, both ways, to land and embark Passengers and Mails.

The only direct line from a Canadian port to Queenstown.

| From Liverpool. | STEAMERS.            | From St. John. | From Halifax.    |
|-----------------|----------------------|----------------|------------------|
| Friday, Feb. 12 | LAKE ONTARIO .....   | Friday, Mar. 1 | Saturday, Mar. 2 |
| " " 19          | LUSITANIA .....      | " " 8          | " " 9            |
| " " 26          | LAKE MEGANTIC .....  | " " 15         | " " 16           |
| " Mar. 5        | LAKE CHAMPLAIN ..... | " " 22         | " " 23           |
| " " 12          | LAKE SUPERIOR .....  | " " 29         | " " 30           |
| " " 19          | LAKE ONTARIO .....   | " Apr. 5       | " Apr. 6         |
| " " 26          | LUSITANIA .....      | " " 12         | " " 13           |
| " April 2       | LAKE MEGANTIC .....  | " " 19         | " " 20           |
| " " 9           | LAKE CHAMPLAIN ..... | " " 26         | " " 27           |

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

\*The R.M.S. Lake Superior carries second Cabin and Steerage passengers only. FIRST CABIN—Single, \$47.50 and upwards. Round Trip, \$90 and upwards. SECOND CABIN—Single, \$33 to \$47.50. Round Trip, \$65.00 to \$73.63.

According to steamer, location and number of persons in room. STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

Summer Sailings for 1901 will appear in next issue.

**ELDER, DEMPSTER & CO.,**

6 St. Sacrament St., MONTREAL.

# Lace Curtains and Nets Shawls and Hosiery

Single and Double Borders  
Empire Drapery Nets  
Newest Designs  
Highest Standard of Finish

## THE ANGLO-SCOTIAN MILLS, LIMITED

Beeston, Notts., England

Fall Samples now in the hands of our Representative:

**MR. R. MACRAE,** 207 McKinnon Building, Toronto



# MERCHANTS

VISITING MONTREAL ARE INVITED TO  
INSPECT

## OUR STOCK

ALL DEPARTMENTS NOW COMPLETE.

---

SEVERAL LINES TO CLEAR AT

## JOB PRICES

WORTHY OF YOUR CONSIDERATION.

---

If you do not find it convenient to visit our warehouse,  
send us an order by letter.

THE RESULT WILL SATISFY YOU.





### The Hat and Fur Trade.

This is the dulllest time of the year in the felt hat trade. People are waiting for the new styles, and however badly they might need hats they consider the time too short till the new styles are out to purchase. There is not much that can be done, though, if the new hats come out when the weather is cold and dark. People, says a leading city hatter, won't buy new goods till it is pretty certain that the Winter weather is over for the season. This dealer will not show his hats if the weather is not suitable, but finds it better to wait a few days and bring on his opening in bright weather. Then his windows are trimmed with the new goods, and have more effect than if the hats had been shown through a week of unsuitable weather.

The new stiff hats are not changed from those of last Fall. The small hat is well liked, and though wholesalers are sending out the usual quantity of staple shapes the shipments of the fashionable styles are very large. A  $4\frac{3}{4}$  to 5 crown and  $1\frac{3}{4}$  to 2 brim is the correct thing. What the Fall styles will be is not easy to foretell, though it is not likely that a great change will be made in regard to the sizes.

The sale of furs of all kinds still keeps up, but at much reduced prices. Dealers are giving customers their own prices in order to get rid of as much stock as possible. The trade in February was as heavy as in November, and as long as the cold weather keeps up there will be buyers, bargain-hunters mostly, who always wait for the end of the season to purchase. But the wide awake dealers welcome them, preferring to sell at the lowest possible prices than carry over their stock till next Winter.

### English Hat News.

The opening of the new century, says the London correspondent of The American Hatter, finds the hat trade of London in a very settled and satisfactory condition. It is true that complaints are heard occasionally, but they are isolated and not very strong. Most factories are running full time, and some who wish to increase their staff find a difficulty in procuring the extra hands. This fact in itself is a good trade barometer. There have been many rumors during the past few years of the decadence of the high silk hat, but the new century finds them with a stronger hold than ever on the public. During the past season the business in this style of headgear has been exceptionally good, and the prospects for Spring are very bright. It is not only for men's wear that the silk hat is running strong; the silk riding-hat for ladies has regained its old-time popularity, and, apparently, is in for a long run. In the stiff felt hats, trade is normal, orders are good and steady, and the shapes are well proportioned, running to no extremes in either direction, and made, as it were, on artistic lines. In regard to soft felt fedoras, opinion seems divided, some appearing to consider that the sale is diminishing, others thinking the reverse, but, from what I can gather, I come to the conclusion that the sale is as large as ever, but is gradually con-

fining itself to those houses which make a special feature of this branch. Just at this season of the year, when Winter sales are occupying attention in all other trades, the thought occurs to me that, taking in all articles of wearing apparel, both men's and women's, the men's hat trade is the only one which does not go in for periodical sales. It is a unique position which might be worth commenting on more fully.

In the London wholesale trade, Spring orders are occupying attention, and I found Lincoln, Bennett & Co. very busy. Their travellers on the continent, and particularly in Paris and Vienna, are now reaping the benefits arising from the "Grand Prix" exhibit. The showcase, which is now on view in Paris, is attracting lots of notice, and is a splendid advertisement for a name which is already so well known all over the world. The call for silk hunting-hats continues unabated, and, considering the fact that so many of the yeomanry are still away, and others going, the demand is exceptional.

Henry Heath's branch in Piccadilly, "under the Albe-marle," has had a wonderfully successful year, and the opinion expressed by many that this branch would interfere with Oxford street has not materialized, as business there has also improved. The opening of the Piccadilly branch was a move which was bound to be taken in time. After having supplied the Queen and the Prince of Wales for so many years it became necessary for them to have a showroom nearer the royal quarters, and the location now occupied, facing St. James street, is undoubtedly one of the finest in London. In the Oxford street warehouse, from which all wholesale business is done, orders for the Spring are brisk. The past year's trading has been a very satisfactory one, and the firm pride themselves on the fact that all their workmen have done a full year's work and are still working full six days a week. In the department devoted to ladies' goods business is still on the up grade and an increased staff has been rendered necessary. New Spring models will be ready this month.

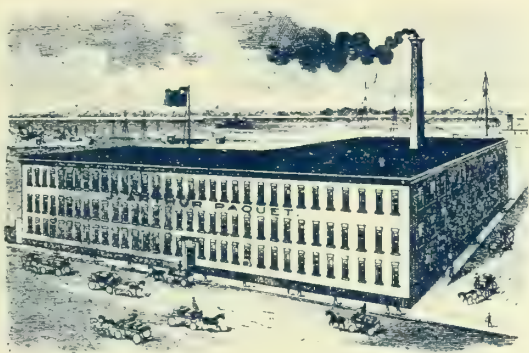
J. Woodrow & Sons, of Piccadilly, have just finished stock-taking and are able to report a very large increase in the year's trading. Considering the disadvantages under which the West End trade has been done during the past year, this fact is practical proof that the Woodrow hat is a "goer" and a "stayer." Mr. Gregg tells me they continue to make new friends and they find that customers who try their hats invariably come back for more. The West End trade is a difficult one to cater for, and the fact that they have so quickly made their mark shows that their goods must be right. In the factory at Stockport similar evidence is piling up in the way of advance orders for Spring, which have a tendency to be a little more voluminous than ever. In the ladies' department at Piccadilly they have had a very successful year and are now at work formulating ideas for the Spring.

Tress & Co., of Stamford street, tell me trade for Spring has opened up well in all lines, and, contrary to the general verdict, the straw boater is going well. It was quiet at first, but Mr. Tress has a few exceptionally good things and they have evidently proved too attractive to be overlooked, even by those cautious buyers who have decided to wait for warm weather before buying. Ladies' goods in plain effects are going well.

Christy & Co. are running full on Spring orders. Most of the travellers have returned home with full order-books, among them Emerson Wood, who is now at Stockport personally superintending the execution of his customers' wants, and, at the same time, working on new ideas for Fall trade. For

# ONE MINUTE, PLEASE

Take a  
Glance  
at this  
Cut of  
Our  
Building



## WELL

in that factory is manufactured ONLY  
the highest class of . . .

**FUR GOODS,  
GLOVES, MITTS,  
HATS AND CAPS,  
STRAW HATS**

which are always good sellers. Dealers cannot do better than to replenish their stock with our goods. We would respectfully request that you give our travelers' samples careful inspection. It will be well worth your while to do so. All inquiries and orders receive careful attention.

SAMPLE ROOMS:  
5 Victoria Square, Montreal.  
52 Bay St., Toronto.  
Main St., Winnipeg, Man.  
335 Hastings St., Vancouver.

**J. ARTHUR PAQUET**  
QUEBEC, QUE.



*They are Black*

*They are Entirely New*

*They are Speechmakers*

*They Will Sell at Sight*

Retail at 75c and \$1.00 if you buy for cash. Will send sample dozens, and will take them back if you don't like them.

**Robert C. Wilkins,**

**MONTREAL,**

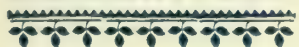
Manufacturer of Shirts, Overalls, Summer Clothing, Ladies'  
Tailor-Made Skirts, Etc.

# THE BISHOP

Natural Leather

## Fur Robes and Coats

**GUARANTEED**



to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase whether robe or coat.

THESE GOODS ARE FOR SALE BY ALL THE LEADING JOBBERS OF CANADA  
AND THE UNITED STATES.

**THE J. H. BISHOP CO.,**

Importers, Dyers, Skin Dressers and Manufacturers,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.



**HATS AND CAPS—Continued.**

home trade, a smaller shape in felts is being taken up in the city and in some parts of the country, but a 5-inch crown is still the most popular height.

W. Lucas & Son, of Bury, tell me the soft felt fedoras are going as well as ever. They have copied one of the New York shapes, and find the smart-looking crown a general favorite with their customers. Continental and colonial customers are buying rather more freely than usual, but the home market is inclined to be cautious. In ladies' ready-to-wear hats they are showing some very good models at a popular price.—Spencer W. Homewood.

#### New York Hat Outlook.

There is every indication of a big revival of interest in stiff hats. Salesmen, who have been in all sections report not only increased interest in them, but representatives of stiff hat manufacturers back up their statements with enlarged orders.

The buyers of soft hats seem to be unable to break away from either the regular golf and touring shapes, or what is generally known as the Panama shape, with its flaring brim. Most of the trade in soft hats is confined to these or similar shapes.

The generally-accepted golf shape seems to be either a  $4\frac{3}{4}$  inch crown, with brim from  $2\frac{1}{2}$  up to 3 inches, or a 5-inch deep with brim from  $2\frac{5}{8}$  to 3 inches. Some  $5\frac{1}{4}$ -inch deeps are bought, but comparatively few. Fully one-half of the golf shapes are unbound.

The Panama shape most popular is  $5\frac{1}{2} \times 2\frac{1}{2}$  inches. This hat was first introduced by Knox, and has been an excellent seller.

Soft hats have seemingly followed the lead of stiff hats, so far as colors are concerned, for blacks are in excellent demand, and have not only sold well this Winter, but bid fair to be very popular as a Spring hat. There is quite some call for fancy colors, such as nutrias and drabs. Of course, pearls in various colors will sell. Mixtures have not sold for Spring, nor are they well considered.—American Hatter.

#### London Fur Sales.

Canadian buyers who were at the London fur sales, and who have returned to Canada state that the attendance was exceedingly large. Rather contrary to expectations prices were well maintained. For instance, a large decline was looked for in skunk skins, but they remain at the old prices. Muskrats practically held their own in spite of an expected decline. Of course there were declines in a considerable number of cases, for instance, red fox took a big tumble because prices had reached too high a level to be maintained, and even at the lower price now recorded, which is 50 per cent. below that of a year ago, there is an uncertainty that these skins are safe property. As a fur they are conspicuous in the natural state, and for dyeing purposes are too expensive. Speaking to one Canadian buyer, Mr. James D. Allan, of Toronto, THE REVIEW learned that Persian lambs, which had always been looked upon by careful buyers as likely to keep up in prices, have gone considerably higher, and there is a difficulty in securing uniform qualities. Apparently the whole world is using this fur and the demand exceeds the supply. No doubt the consumption of dyed Persians in England, owing to the death of the Queen, sharpened the situation. The Russians are in a better condition, commercially, the home

trade being more active and they are holding on to their supply. On the other hand grey lamb is cheaper.

Fur continues to be in use in all countries and promises to remain a leading feature in dress. As to other furs, Astrakhans are the same price as last year. Beaver shows some decline, but is not much used in Canada. Good otter has advanced. As to racoon for coat purposes, it really showed an advance, although for dyeing purposes it is cheaper. Martens and Russian sables are cheaper. Ermine is dearer, and it is not improbable that the King's coronation will stiffen its price. Stone marten is cheaper. As to bear skin, good black was in some demand, though prices rule lower. It remains to see what fashion can do to restore this fur, as Governments are dropping it for military cap purposes.

#### Wholesale Trade.

The wholesale trade have been busily employed since the middle of January in shipping Spring felt hats to their customers, many of whom seem to be glad to have their stocks in as early as possible. The shipments of straw hats are only now beginning to be thought of as they will not be wanted until the Summer days come, and that is still a long way off. A good many retail dealers are still addicted to the old, and probably the wisest practice of buying their supplies as late in the season as possible. This they can do in personal visits to the cities where wholesale stocks are now carried pretty heavily. It is, of course, convenient for a dealer to have his goods in early, especially according to the present dating, but it is also often handy for him to supply his needs by later hand-to-mouth orders given to the jobber. As far as one can judge from reports the Spring season in hats promises to be a very good one.

#### Rapid Recovery From a Fire.

A casual visitor, on going through the hat warehouses of James Coristine & Co., Limited, Nos. 455 and 457 St. Paul street, Montreal, would be surprised to learn that just four weeks previously the fire fiend had left them without a dollar's worth of goods or a foot of warehouse space.

It seems incredible, and yet, by a superhuman effort, they have got together an enormous stock, and have been filling their Spring orders for nearly three weeks, as though the total destruction of their stock was a mere incident in the routine of business. They report that their average daily shipments this season are greater than ever before, and that every order will be filled in ample time for the Spring trade.

Regarding fur manufacturing, they have leased the two large warehouses, Nos. 62 and 64 McGill street, Montreal; have equipped the place with modern machinery, and have their full staff of operatives busily working on Fall samples, which will be in their travellers' hands by March 15.

Towards the end of March, Kyle, Cheesbrough & Co.'s travellers will have a fine line of jackets to show the trade. The range will include about 60 designs.

The Brock Company, Toronto, silk department shows by all odds the best assortment of fancy goods it ever did. They have also all their staple numbers in peau de soies, satins, mervs, grosgrains, taffetas, etc., and direct special attention to the last-named, as they believe they can show the best value in the trade in black glace silks. They can do a few pieces of their old original "Jubilee" peau de soie at old prices.

**OUR****COTTON**  
department**WOOLLEN**  
department**LINEN**  
department**SILK**  
department**FURNISHINGS**  
department**CARPET AND  
LINOLEUM**  
department**SMALLWARES**  
department, etc.

are all replete with up-to-date novelties and splendid values. Prospective buyers cannot do better than to let us look after their requirements. When in Quebec you will find it to your advantage to pay us a visit.

Letter Orders receive careful attention.

Samples shown at Temple Building, Montreal.

**P. GARNEAU, FILS & CIE.****QUEBEC, QUE.**

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# FIRE NOTICE.

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Notwithstanding the complete destruction of our premises, our business will be continued without interruption. Spring orders will be filled promptly.

PRESENT ADDRESS, 455 ST. PAUL STREET.

**JAMES CORISTINE & CO., LIMITED**  
**Montreal.**



**NOW** is the time to place your **Import Orders** for Wools for next Fall, at special prices.

We carry the following:

SHETLAND FLOSS.  
J. & J. BALDWIN'S FINGERINGS, all makes.  
LEADER SCOTCH FINGERING,  
QUEEN QUALITY,  
FRENCH QUALITY.  
WYVERN SAXONY.  
VICTORIA SAXONY.  
STERLING SAXONY.  
FOUR AND EIGHT FOLD BERLIN WOOL.  
TWO FOLD ZEPHYR.  
FOUR FOLD ANDALUSIAN.  
ICE WOOL.  
ANGORA WOOL.

Write for Prices.

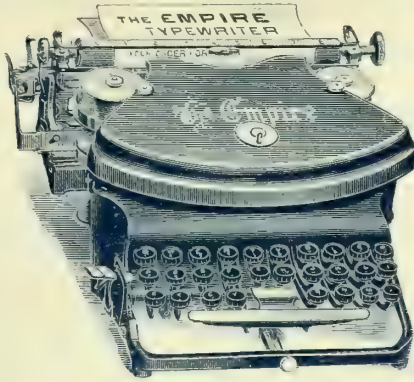
We are also quoting special prices for 72-inch. table felts for import.

*We have the exclusive control in Canada for the Orkney brand of Shetland Floss. This is practically a new wool and the demand for next season will certainly be great. This brand is put up in one-pound boxes, containing one-ounce skeins, wrapped separately in tissue paper.*

Watch us on the DOLL QUESTION for next season.

---

**S. Greenshields, Son & Co.**  
Montreal, and Vancouver, B.C.



# The Empire Typewriter

*Equal to any Machine in every way.*

*Superior to all Machines in several Important Features.*

Canadian Pacific Railway have 175 Empires in daily use!

**Only \$60--** You can save \$60 by purchasing an Empire.

**The Williams Mfg. Co., Limited**  
MONTREAL.

Place  
your order  
with the

**American Silk Waist Mfg. Co.**  
323 St. James St.  
Montreal

By doing so, you will get  
American Models at 40%  
less than American  
Prices.

## L'Aiglon Belt



No. 149

This cut represents the new belt which is having such phenomenal success in the United States. They

## SELL ON SIGHT.

We have permission to manufacture them for the Canadian trade.

They are made in four numbers, in Black Velvet only:

|          |            |           |         |
|----------|------------|-----------|---------|
| No. 149, | to sell at | 25 cents, | as cut. |
| No. 150, | "          | 37        | "       |
| No. 151, | "          | 50        | "       |
| No. 127, | "          | 75        | "       |

Quick delivery. Send for Sample Dozens.

**F. C. DANIEL & CO.,**

Wholesale Importers of FANCY DRY GOODS.  
Manufacturers of CHILDREN'S HEADWEAR. Ed

3 Wellington St. W., TORONTO



# Belwarps

**T**AILORS will consult their best interests by buying their **Worsted Coatings, Serges, and Fine Trouserings in BELWARPS**, and by seeing that the goods they receive are stamped on the back with the trade mark . . .

REGISTERED



TRADE MARK

as many houses who do not carry Belwarps try to substitute other cloths which they claim are almost as good. This shows excellent salesmanship on their part, for, upon the imitations, even at lower prices, they have much larger profits. Why not get the **real Belwarp, the best article produced?** For sale by :

**The Gault Brothers Co., Limited**  
**Montreal, Winnipeg, Vancouver**  
**John Macdonald & Co., Toronto**

General Agents for Canada : W. J. STETHEM & CO., 27 VICTORIA SQUARE, MONTREAL

# CLOTHING AND WOOLLEN TRADE

## THE DEPUTATION RE WOOLLEN DUTIES.

A LARGE deputation of the woollen section of the Canadian Manufacturers' Association were to have waited upon the Government about February 22, in regard to the preferential tariff as it affected the woollen industry of Canada, but it was thought desirable that certain information should be obtained before the deputation went, and, as a preliminary, Messrs. R. Millichamp and T. A. Russell, of Toronto, and Mr. J. B. Henderson, of Paris, Ont., were in Ottawa for two or three days interviewing the different members of the Government. Sir Richard Cartwright and Messrs. Fielding, Tarte, Paterson, Bernier, Sutherland and Mulock were seen, and all appeared to be favorably impressed by the representations of the committee. They gave no intimation whatever as to what course they would pursue in the matter, however.

Samples of the goods turned out by Canadian mills were shown to the Ministers, including woollens, underwear and carpets, and the Ministers and many members of Parliament who came to see the exhibit were both astonished and very much pleased with the splendid qualities of the goods when compared with imported stuffs. One of the samples of carpets on exhibition, made by The Toronto Carpet Co., was so much admired by one of the Ministers that an order was immediately placed by him for it. All grades of Canadian goods were shown, and stood the test of comparison with imported makes very favorably. The Ministers were shown that a large number of inferior German goods were coming into the country through English houses and enjoying the benefits of the preferential tariff.

Meanwhile, the woollen men are deferring action until the budget is brought down, and if then the Government is seen to be unmindful of their interests, the original deputation, perhaps larger than ever, will wait upon them. About 200 persons, or even more, will make up the deputation and a "demonstration in force" may accomplish what arguments fail to do.

## IN NEW QUARTERS

M. Saxe & Sons, have taken new quarters at 18 St. Helen street, Montreal, where they have much larger accommodation than before the fire. Intending purchasers visiting the city would do well to pay them a call as they have a lot of odd lines to job out at special prices.

This firm have recuperated very quickly after the fire and they have filled or will fill all Spring orders as soon as called for. Goods that were ordered by cable or telegraph are mostly in now, and with an immensely increased staff, clothing is being turned out at a very rapid rate.

## THE CANADIAN MILLS.

The Canadian woollen mills are about at the end of their year and will be getting ready soon for next Spring, as they generally show samples to the clothing trade in April. Most of the mills, especially those making tweeds and costume cloths, have been well employed during the year, and some people think there will be less jobbing done this year than for some years, at least, so far there are very few indications.

## ADDRESSED TO MERCHANT TAILORS.

The Gault Brothers Co. issue the following "warning" to merchant tailors: "After an unusually severe Winter we may safely forecast an early Spring. March is the opening month of the Spring trade which promises to be very good this season. Are you well prepared to meet your customers' wants? Our stock is now in splendid shape and we can supply you with everything you could wish for in 6-4 Scotch tweed and worsted suitings,  $\frac{3}{4}$  fancy worsted and tweed trouserings, 'Shower-proof' Spring overcoatings, 'Belwarp' serges, 'Victory,' 'Viking' and 'Yale' serges and a very large variety of black and blue worsted twills. Special prices, special values. 2111, 'Fitzsimmons' and 'Landslide' the leaders."

## MILL PROPERTY FOR SALE.

The Salem Woollen Mills, recently injured by fire, and the land and outbuildings, etc., will be sold at Colborne, Ont., March 30, by public auction subject to a reserve bid. The property includes 25 acres of land, a mill site, a spring creek 30 feet head, etc. Mr. L. W. R. Terry, the owner, is not rebuilding and desires to sell. From him further information can be got.

## MEN'S DRESS THIS YEAR.

The Merchant Tailors' National Exchange convention met at Philadelphia last month and recommended the following styles for men's dress in 1901;

Coat—For fitting with military back, somewhat looser and somewhat longer than last year.

Trousers—Cut with peg-top effect, large at knee, small at bottom.

Waistcoat—In suiting, single breasted, cut high and without collar, sharp pointed at bottom.

Overcoat—Accordingly long and loose, with frock back, such as Newmarket.

Raglans—Discarded, save for rain coats.

## NEW QUEBEC COMPANY.

Letters patent have been issued incorporating The Gentlemen's Clothing Company," Quebec city; with a capital stock of \$75,000. The following gentlemen make up the company: Herbert A. Beatty, director; Wm. H. Wyman, manager; Marciel J. Lachapelle, manager; Joseph Foucher, merchant; and A. George Brooke Claxton, advocate, all of Montreal; and Gordon Renfrew, merchant; Jas. C. Wright, merchant; Leopold Achille Roy, merchant; Lucien Lebel, James Perry, J. A. R. Bedard, Jean Louis Lavoie, Pierre Edgar Guy, Louis Gauthier, Joseph Edmond Talbot, Joseph Savard, Napoleon George Kirone, Ulric Dalpy, Lucien Etienne Grondin, George Picard, traders, all of Quebec city.

## THE PRESENT TRADE IN WOOLLENS.

For ladies' wear homespuns and tweeds in plain, twills and small designs, and camel's hair effects are going to have a big run during the coming season if we are to judge from the orders placed and repeated. Though greys in all degrees of shades and blacks have the front place, still, bright colors of blues, fawns and violets are not without their friends, and as the season advances the sales in these will naturally increase. Next in popularity to homespuns are plain faced cloths, broadcloths, boxcloths and Venetians, and though in these goods black leads, yet the sales are by no means



## TO CATCH AND HOLD

business, goods  
of real merit  
are a necessity.



## Oxford Tweeds

For ladies and gentlemen are famous every  
where for their style and quality.

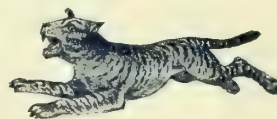
**They Catch Good Trade and Hold It.**

**NISBET & AULD, Toronto.**

**Oxford Manfg. Co.,** Limited  
OXFORD, N. S.

## The Galt Knitting Co., Limited

GALT, ONT.



Samples for Fall 1901 now in  
our several agents hands.



**Underwear**  
**Eiderdown Specialties**  
**Shoe Linings**

## What Comes After.

When a garment is sold it commences to help or hurt the  
business of the man that sold it. The right garment helps him.

If a garment is sold which can keep its shape, every  
garment sold brings back its wearer for a new garment next  
season. Every garment poorly-cut, hastily-made, simply hurts  
the retailer's trade. "What comes after" means more in the  
ready-to-wear garment business than in any other.

We try to give Northway garments stayinshapeness. We  
try to put into every one the ability to keep its good looks.  
We give it a shape that will stand the wear of the showroom,  
as well as the wear of the consumer. We make them in  
Canada.

We have a Spring garment proposition for you. We  
will send it on request. It is a good proposition. In the  
meantime, our travellers are "out."



**John Northway & Son, Limited,**  
Shape-Keeping Garments. **Toronto.**



*"Come here a minute, I want to show you something. See that shirt? I bought it about two months ago. It fit me then." Stanfield's Unshrinkable Underwear don't grow smaller.*

#### OUR GUARANTEE.

Stanfield's Unshrinkable Underwear is warranted to be pure Nova Scotia Wool and will retain its elasticity and softness. Guaranteed not to shrink in the washing.

**BEWARE** of worthless imitations.

*Our samples will be opened for your inspection in a few days.*

## Truro Knitting Mills Co.

Sole Manufacturers,

Truro, Nova Scotia.



WHY DON'T YOU WEAR  
"STANFIELDS" YOU CAN'T  
GET THAT SUIT WASHED AGAIN.

### *It's the Difference*

between the month old egg and the egg of to-day that give the latter its value.

### *It's the Difference*

between the ordinary underwear and Stanfield's Unshrinkable Underwear that makes Stanfield's more desirable.

### *With Your Permission*

we appoint you a committee of one to ascertain why so many of Stanfield's are now sold. If you investigate the matter thoroughly you will sell them too.

The oldest Unshrinkable Underwear in the world is Stanfield's.

## Truro Knitting Mills Co.

Sole Manufacturers,

TRURO, N.S.



**CLOTHING AND WOOLLEN TRADE.—Continued.**

confined to it. About thirty shades in fawns, drabs, blues, greys, etc., both in plain colors and mixtures, are in good demand. Reversible grey homespuns with fancy backs for rainy-days skirts are also moving freely, and dealers will make no mistake by placing their orders for a few lengths of these now. For trimmings, facings, etc., black and white serges and white and scarlet cloths and serges are being greatly used. The sales of travelling rugs, to be used either as rugs or to be made into golf capes, are increasing each season.

**THE TENDENCY IN WOOLLEN STYLES.**

The woollen trade in England for some time past has been rather quiet; but, notwithstanding, all the best makers have been kept busy. Although prices are lower than they have been for the past 12 months, at the recent wool sales in London they continued to be very firm, and show something of a tendency upwards.

In regard to styles for Fall there is nothing exceptionally new, as, owing to the death of the Queen, it will be a "grey season" in London—greys and blacks will be worn principally. In Canada, however, all the latest Scotch and English tweeds and worsteds will be shown. This is the opinion of an experienced buyer, Mr. Begg, of John Macdonald & Co.

In fancy suitings the favorite mixtures will be browns and greens. The herringbone effects and broad stripes will be the popular designs both in suitings and trouserings.

In men's overcoatings the bulk of the trade will no doubt be done in blacks and greys. But the newest things are brown mixtures in cheviots and vicuna makes.

For ladies' wear, next in popularity to greys and blacks, some wholesale men expect that browns and purples will be worn.

**THE OUTLOOK IN MEN'S WEAR.**

Mr. Chalcraft, of W. E. Chalcraft & Co., has just returned from a business trip to New York and Boston, inspecting the styles for the coming Fall season. He found the Yoke overcoat in great favor. The Broadway box overcoat is another garment that has seized the popular fancy in those cities. Though the indications are that these two lines will be first in popularity, the Raglan and Raglanette will follow closely at their heels. These will be the leading styles. In order to be able to reproduce the latest styles properly, as soon as they appear in New York, Mr. J. C. Beyer has been induced to accept the position of designer and superintendent of their factory. Mr. Beyer has been for a number of years connected with such leading wholesale firms in New York as Brokaw Bros., Alfred Benjamin & Co. and Rogers, Peet & Co., and the cut of the garments will be the very latest and absolutely correct. All their goods are thoroughly sponged, so that there can be no danger of shrinkage. A lot of novelties in boys' reefers are shown, and a large line of children's fancy suits.

The Colonial Bleaching and Printing Co., Limited, are now showing their Fall range of prints. Although it is rather small, it is compact, and includes some very fine patterns. Up to the present, their sales would indicate that the favor shown the Spring goods will be repeated. Orders are being taken on the last-issued scale of prices.

# HOUSEKEEPING LINENS

## FOR SPRING 1901.

We have now on hand

A Large Assortment of

MESSRS. JAS. & THOS. ALEXANDER'S  
MANUFACTURES

At Old Prices

PLACE YOUR ORDERS EARLY.

These goods cannot be repeated at present prices.

**S. GREENSHIELDS, SON & CO.,** MONTREAL, and VANCOUVER, B.C.

# CLOTHING

## FALL 1901

OUR TRAVELLERS start out this month on their respective routes :

M. LEWIS,  
G. W. PARKER,  
W. R. ANGUS,  
C. K. BURT,  
  
A. J. RUTLAND,



Manitoba  
N.W.T.  
British Columbia  
New Brunswick and  
Quebec  
Nova Scotia and P.E.I.

*We are prepared to accommodate any dealer who would like to see our Fall novelties.*

*A postal card request for samples may be the means of establishing regular and profitable relations with us.*

We are showing a full range of the latest New York styles in Overcoats ;

**The Yoke--** The popular and latest New York Design.

**"Broadway Box," "Munster," "Connaught,"**  
**"Raglan," "Raglanette,"** and others.

Also a most original line of Boys' and Children's Clothing containing novelties which will bring trade.

Our Ontario Travellers start out April 1st with Sorting Samples.

# W. E. CHALCRAFT & CO.

MAKERS OF FINE CLOTHING,  
WHOLESALE.

71 and 73 York Street

TORONTO



# GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather,  
Manager.

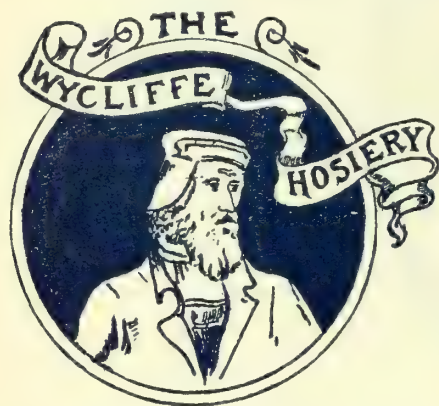
**LONDON**

Works: **LEICESTER** and **LUTTERWORTH.**

Hosiery of every description.

## WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool.  
Unshrinkable, has a first-class reputation,



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

## The Review's Directory of Agents.

*British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.*

**R. FLAWS & SON,** Manchester Bldg., Melinda St. **Toronto.**

Dry Goods Commission Agents.

Representing: { Wm. Simpson, Sons & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies,  
CARTWRIGHT & WARNERS, Limited, Loughborough, England,  
Hosiery and Underwear.  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Warps.

**A. ROLAND WILLIAMS** Commission Agent, Room 509  
McKinnon Bldg., 19 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

## ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by

**THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.**

## THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims  
Tel. Main 1985.



## ADVANTAGES OF DELTA FINISH

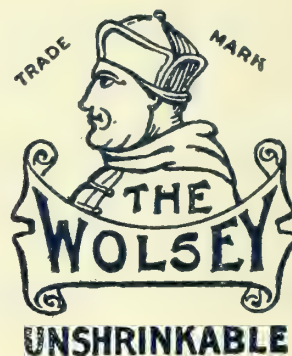
For Woollen Underwear.

1. Delta Finished goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out, and so is economical.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

**H. ASHWELL'S Wool Finishing Works,**

NEW BASFORD, NOTTINGHAM, ENGLAND.

## What is the Wolsey?



Registered in Canada.

**"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.**

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

**SAXE'S**  
CLOTHING  
ATTRACTS  
TRADE.

## Get on the Right Road-

**SAXE'S**  
CLOTHING  
ALWAYS  
SATISFIES.

**T**HE successful merchant of to-day will agree with us when we claim that a most important requisite in building up a good, steady trade is to retail a class of goods that are in demand and which will be taken hold of by the public in quick style. If this policy of doing business is pursued by yourself—**You're on the Right Road**—if not—you're on the wrong road. We come to the assistance of the man who is on the wrong road, viz., **the merchant not handling our goods**, by offering him a line of clothing that for **style, fit and make** cannot be equalled, and which will encourage buyers his direction. Then—as for price. Take into consideration you are getting the very best quality that is to be had—and the vast difference between our prices and the prices of other houses will certainly surprise you. Our line of **Boys', Youths' and Men's** clothing for Spring is most complete. You are certainly **On the Wrong Road** if you are not wide-awake enough to write for samples or give our travellers a good look over. When you buy our productions they're practically half sold, because they always prove themselves popular.

**M. SAXE & SONS,** 18 St. Helen St., **Montreal.**



# OUR NEW YORK DRY GOODS LETTER.

Late Buying and a Rather Poor Season—Revival of Costumes as Against Ready-Mades—Ladies' Neckwear Promises Well—Laces and Belts—The Cloak Trade—A White Season in Waists.

From THE DRY GOODS REVIEW'S special correspondent.

New York, February 25, 1901.



THE general tone of the dry goods market has greatly improved during the past month. Business conditions have gradually shaped themselves to a normal level that promises well for the future of both Spring and Summer business.

It has taken a long time for the dry goods trade to accept the new order of things, and settle down to the conclusion that for this season, at least, if not for the coming season, a conservative policy of buying will control the actions of the main factors of the market, and plunging of any kind has been ruled out of order. At the present time, there is in practically every line connected with the dry goods field a settled conviction that this year's records are not to be compared with last year's on the same terms, and that a larger business in March and April is likely to more than compensate for the differences that are noticeable in the sales of the first months of the year.

## THE BUYING SEASON IS LATE.

It is pointed out that a comparatively late Easter has also contributed not a little toward holding the season back, and that the visits of merchants to this market have been timed from ten days to two weeks later than last year. The practice of coming to the market is growing more popular each season, and a larger number of buyers find it to their advantage to make their selections in the salesrooms of the manufacturing houses rather than in their own cities. The spread of this custom has also been responsible for the making of supplemental lines of samples which are not sent out on the road, but are held in reserve for the personal visit, and furnish an additional incentive for attracting customers to the salesrooms. There is no scarcity of orders, and there is no particular inclination to hold back, but quantities are small, and deliveries are extended over a wide period from the early part of March to the middle of May. The city is full of buyers from all sections of the country, but more from the west and southwest than from the eastern sections. New England is not so well represented among the visitors. The consensus of opinion is all one way, and shows an inherent confidence in a big Spring business. There is no doubt but that the generally prosperous conditions which have made themselves so apparent in the steel, hardware and transportation lines will be reflected in an unusually prosperous dry goods season.

## DECLINE IN RAW COTTON.

Cotton—"King Cotton"—is the single exception to the general situation. The raw material has declined in price, and is being brought within the limits that place it within the reach of the mills, enabling them to make it up at fair profits, but the accumulations purchased at the old prices, and such

stocks as are held which were produced at a higher price than they can be produced now, stand in the way of an immediate recovery in that important line. However, the increased uses to which cottons are being put and the lessening of the production in certain lines will work out more stable conditions, and insure a constant improvement which cannot but have beneficial results. The demand from the cutting up trades has not been strong, and has also offset the increase in the demand from retail sources.

## ACTIVITY IN DRESS FABRICS.

There is noticeable a very marked tendency toward a revival of general interest in dress goods and in piece goods of all descriptions suitable for Spring and Summer wear. Not for many seasons has there been such an interest displayed in the dress goods departments, and the purchases of buyers who have visited the market and those who are now here are unmistakable evidence of a practical return of the old times in the volume of piece goods bought.

For the past four or five years the tendency has all been one way—in the direction of ready-made garments, such as the man tailor has been employed to produce. The ready-to-wear garment industry has developed under these conditions and is now strong enough to take care of itself despite the popular revival of the class of garments distinguished as dressmaker-made. Tailor-made suits and tailor-made garments in general have occupied the most prominent place in women's wardrobe for so long a period that it was beginning to look as though the costume idea was superseded. But the cycle of changes brings about different conditions, and now, in the finer garments, at least, the dressmaker is the master of the situation. The Princess suit and the Princess skirt are primarily responsible for this change in opinion, but the field is limited, and the shrewdest buyers are going cautiously in that direction. Naturally the limitations of the costume as such will confine it to much narrower bounds than the tailor-made suit, whose position as the leader of the ready-made garments for this season is still undisputed, but preparations of retailers are on the lines which indicate that not a little attention will be given to the dress goods sections, and naturally the great multiplicity of trimmings and accessories that go with them.

## TAFFETAS REVIVING.

Taffeta silks are regaining lost ground. The great quantities of staple taffetas that glutted the market are fast disappearing, as also the remarkable bargains in taffeta skirts that have been going the rounds. There is also noticeable an increasing demand for colored taffetas—helio, pink, various shades of blue, and a host of light shades that are mainly used for dress waists. Black taffetas, plain and tucked, also appear in jackets. The movement in favor of Louisines is gathering momentum, and is likely to bring this fabric still more prominently to the front.

Japanese and China silks are not in particular demand, and the outlook for them is not very encouraging.

Chiffons tucked in great masses of tiny tucks are being

**SPECIAL ANNOUNCEMENT**

- - - TO THE - - -

**Retail Trade of Canada**AUTUMN 1901.**THE KINGSTON HOSIERY CO.**

of Kingston, Ont.

LIMITED

WILL SELL THEIR PRODUCTIONS:

Men's Fleeced-Lined, Scotch Knit, Natural Wool, and Striped Underwear,

“ Woollen, and Cashmere Sox (our extensive range),

Ladies' Fleeced-Lined Vests and Drawers,

“ Cashmere and Wool Hose,

**DIRECT TO THE RETAIL**Dry Goods, Men's Furnishings and Clothing Trade  
throughout Canada,

AND HAVE APPOINTED

**THE RICHARD L. BAKER CO'Y**Manufacturers' Agents,28 Wellington St. West,  
TORONTO.

Their Sole Selling Agents.

It will pay you to retain your orders on Hosiery and Underwear until you have seen our values, which will be submitted to you in due time to assure you good deliveries.

**THE KINGSTON HOSIERY CO., Limited**



**NEW YORK LETTER—Continued.**

extensively used for hats and miscellaneous trimmings. Albatross is in great demand for immediate deliveries.

**LADIES' NECKWEAR.**

Soft collars on shirt waists induce the belief that the demand for ladies' neckwear will be exceptionally good. Initial purchases all favor this view, and even metropolitan retailers, who are usually the last to move in this direction, have ordered liberally on these lines.

The automobile tie still occupies the preeminent position it has held for so long, and is a greater favorite than ever. They are made in taffeta as low as \$2.25 per dozen, though the great bulk of the demand centres on the \$4.50 (wholesale) numbers. The tie is variously modified; a popular model has a bias piece hemstitched on the top forming an overhang effect, and comes in both solid and combination colors.

Another popular piece of neckwear is a collar formed of strips of ribbon and insertion finished with a pompom having three tabs ending with spikes or ferrets.

Stock collars of various heights and in a great variety of curved designs have sold liberally. Full ruche collars hold their own and are well represented in the present purchases. Fichus in nets, liberty silks and chiffons are also in good favor.

**THE LACE MARKET.**

Sailor collars in Venetian lace in a great variety of shapes for use on jackets and waists have sold well. There is a marked scarcity of Valenciennes laces due to the strike on the other side, and prices have been somewhat higher in consequence. This has affected the neckwear business as well as the lace departments, as laces are very prominent in the popular trimmings of the season. Stock collars with a multitude of blind stitched tucks are in high favor.

**BELTS AND THE STRAIGHT FRONT.**

The tendency toward accentuating the straight-front effect is still evident in the classes of belts that are being bought. The l'Aiglon belt is being followed by the dip belt, which has two buckles, and comes in all the usual belt fabrics as well as leather. Wide elastic belts are also well to the foreground in plain and ornamental fronts in oriental effects. A narrow buckle covers the entire width. Cloth belts with a tab in the back to go with tailor-made suits are also in evidence.

**THE CLOAK TRADE.**

The cloak market is still somewhat backward, and the main interest centres on suits and separate skirts. Jackets seem to be neglected. In suits the most popular models are profusely trimmed with diamond and other braids, velvet and taffeta strips, mostly stitched.

The jackets are mostly of the Eton and cut-away order, and faced revers trimmed and edged with loops appear very persistently in the more important purchases. Contrary to earlier indications the blouse effects have not been particularly favored except in the Summer garments under the classification of shirt-waist suits. The latter have been enthusiastically taken hold of with the result that chambrays, which are the most popular fabric for this garment, are unusually scarce.

In the popular-priced lines of separate skirts exclusive of the run on taffetas there is noteworthy a tendency in favor of cheviot serges and repellents, and, in the medium lines, crepons and broad cloths.

**THE STYLE IN WAISTS.**

In the waist field, the main activity centres on silks and albatross, though the lighter Summer materials are also in good demand for later deliveries. There appears to be a gradual inclination to favor plain backs, and the semblance of a yoke in front by means of clusters of tuckings and gathers. White waists still hold their prominent place in all the range of fabrics, including madras, linen, dimity and taffeta as well as lawns. It looks like another "white season." Chambrays in solid colors and with combination sailor collars hold their own. There is also a fair demand for waists in mercerized sateens in all the range of colors, but black takes in at least half the volume of sales.

**MEN'S NECKWEAR.**

There are very few new developments in the men's neckwear line. The batwing and butterfly are close rivals, and the narrow reversible four-in-hands are still in front. A new tie of which great things are expected is the "Kind Edward," made in all the regular fabrics in a shape similar to the imperial but with both ends alike, and a shorter band; it is suitable to be tied in a number of ways either as a four-in-hand or an imperial or a puff.

W. B.

On page 85 of this issue, our readers will notice a very striking registered trade mark. We refer to "Gruboc" collar canvas, made only by Dick, Ridout & Co. This firm, after years of experiments, now claim to make a collar canvas second to none, and to have overcome all the prejudices formerly entertained for the imported goods. They showed our representative this artistic label, which is printed in three colors, and also the neat manner in which they put up their goods for the convenience of the buyer.

Purple, which has been gradually coming to the front, received an additional impulse on the death of the Queen, and is now in good demand. Narrow gold braids are as strong as ever, and, with velvet ribbons, are among the leading sellers. All gilt effects, in buttons, belts and spikes for ribbon ends, promise to be a feature for the season. Ribbons of all kinds are very much in demand, except the black satin and velvet, no particular variety leading.

**CONDENSED OR "WANT" ADVERTISEMENTS.**

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

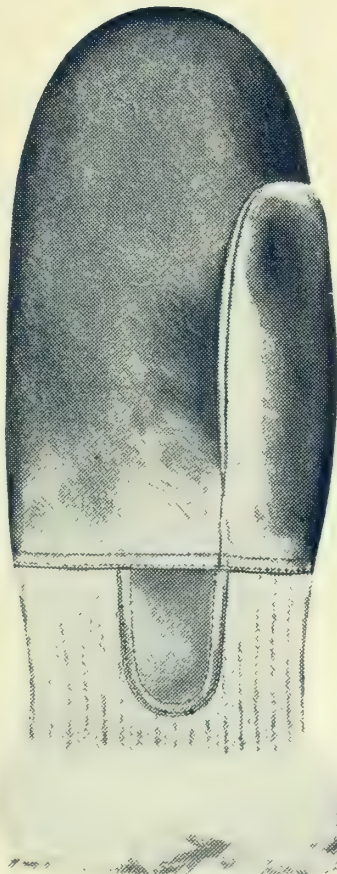
**AGENTS WANTED.**

A LARGE English manufacturer of Woollens and Dress Goods is open to receive applications from good men for his agency for the Dominion. The arrangement will be on a commission basis. None but live and thoroughly reliable men who can give satisfactory references need apply. Address W. W. S., care THE DRY GOODS REVIEW, Toronto. (1f)

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (1f)

A LARGE manufacturer of Skirt Bindings, Braids, Sewing Silks, Embroidery Silks, Specialties in Silk, Silkette, and all popular materials, etc., in England, is desirous of securing a good, live man to act as Canadian Agent. A man carrying other samples and dealing directly with the retail trade and clothing manufacturers preferred. He must be able to furnish unexceptionable references as to character, ability and general fitness to look after a large trade. Address, Box 34, care of The Advertising Department, THE DRY GOODS REVIEW, Toronto. (1f)

# Glove Styles.



We have recently published a handsome "Glove Style Book."

It describes everything from the finest reindeer, skin-lined gloves to the 50-cent hard-wear "Kumfort"—all warm goods.

This "Glove Style Book" is a handsome one, and you can show it to customers—cost prices are not shown.

We want every dealer in Canada who has not got one to write for one.

For dealers situated off the railway lines, or for those who want goods in a hurry, this "Style Book" will be handy to order by mail from.

## Hudson Bay Knitting Co.

30 ST. GEORGE STREET,

❁ ❁ ❁ MONTREAL.



# The Millinery Season

... SPRING, 1901...

## THE OPENINGS ON MARCH 4.

THE DRY GOODS REVIEW is in the press before the Canadian wholesale millinery openings occur, but the outlook, as far as one can see, is for exceptionally good weather and an excellent attendance. The principal houses are all ready for visitors.

The only event which has to any extent modified the fashion outlook as given in these columns last month is the death of the Queen. Even before this sad national event black was already a strong feature in millinery, but on many lines it has been made even more in demand because of this. One of the travellers of a Canadian firm sold \$100 worth of black flowers alone in a single day. Purple has also been made stronger, and much of it is sold in all kinds of trimmings.

Not only in trimmings, but in the hats, has black come even more to the front. Black turban straws are shown a good deal more than anything else. Black and gold effects are also popular. There is a strong tendency toward made-up effects. All kinds of straws will go about the same, the preference, if there should be any, being to the rough, open braids. Turbans, and all low, flat straws, with rolls to the front, will lead. Tussocks show signs of being in good demand for Summer wear. There is a tendency to chiffon in hats. A great many wire frames are taken, on account of the popularity of made-up hats.

In trimmings, flowers are better than anything else. Although gold effects are bought very greatly, the buying is done very carefully, as though more because the buyers thought it had to be worn than that they cared for the effects themselves. Floral buckles have become very prominent lately. They are 9 or 10 inches long; all kinds of flowers are being used, drape flowers are also coming to the front, and quills are stronger than two or three weeks ago. Roses and poppies lead in the flower trimmings. Geraniums and dahlias are shown, but the demand is very small. Bank roses, a small flower, go well. Purple trimmings are very well thought of now, but it is not thought that the demand will continue after a month or so. Dark or elephant greys are popular.

Ribbons have taken a turn for the better. The satin and velvet goods sell well in colors. Laces, too, are much in

evidence in all makes, for crown effects, all-overs, valenciennes and malines. Chiffon is sold more than in any previous year.

## A CIRCULAR TO THE TRADE.

The D. McCall Co., Limited, adopt the plan of getting out a circular for each opening for the benefit of their customers, and this season it is in the form of an invitation to visit their showrooms on opening days, the inside of the folder containing information as to fashionable hats, trimmings, colors, etc. The folder is prettily designed and reflects credit upon the firm. Hats and toques are being shown in immense variety, but very little change from those of last year, though there is a preference for larger hats. Chiffons and laces will be very much worn. Everything points again to a light, gauzy season. Crinolines, wire frames for use in made-up hats, are going well. Tab ornaments for ribbon ends and long buckles are well thought of in steel, gold, and mixtures, and rhinestone. Black and gold is shown in almost everything, hats, straw trimmings, flowers, laces and ribbons.

## DEPARTMENT HEADS IN A LARGE CONCERN.

S. F. McKinnon & Co., Limited, have during the past two weeks been kept exceptionally busy preparing for the Spring opening. The firm are always fully abreast of the times, but this season they are making special efforts to even surpass any previous attempts. Every facility to a successful business is found here. With ample capital to go into the world's markets and procure the goods that are required, a modern warehouse, unequalled in the Dominion, an army of travellers covering every portion of Canada, buyers searching every market for the most popular goods for the Canadian trade, it is not surprising that this company is still increasing its already large business.

The trimmed millinery department and workrooms are in charge of Miss Braddon, who is so well known to the millinery trade. Miss Braddon has just returned from the New York markets, and is brimful of new ideas, and ready to impart the same to her friends.

A special department is that of laces, under the supervision of Mr. Alfred Reeve, who is one of the greatest lace experts in Canada. Mr. Reeve has just returned from the foreign markets, and has brought with him some very choice selections.

Mr. Henry Sneath looks carefully after the silk and novelty department, and is convinced that the resident European buyer, Mr. J. G. Piton, has excelled himself in his selections for this department. Mr. Sneath looks forward to good business in his department.

Flowers have, during the past season, been somewhat quiet, but an extra demand is now springing up, and the

# Wholesale Millinery

CANADA'S GREATEST MILLINERY HOUSE.  
VASTNESS - VARIETY - VALUE.

The  
Indications

The present indications point to a *Most Successful Opening*. Large numbers of buyers are already in the market. Purchasing going on with unusual enthusiasm. Everyone pleased with the great stock shown in every department.

Our Grand Display===March 4, 5, 6.

THE TRADE CORDIALLY INVITED.

The D. McCall Co., Limited

Wholesale

Millinery

Spring 1901



**O**UR Millinery Opening will take place on **Monday, March 4th** and following days. We will then be pleased to submit to the trade for inspection our importations of **Paris, London** and **New York Pattern Hats**, together with the very newest **Novelties** in Millinery Goods as well as staple lines.



BLOCK & CO.,

9 and 11 Wellington St., East,

 TORONTO.



**THE MILLINERY SEASON—Continued.**

present promises to be a strong flower season. Mr. S. B. McMuilen has his department well under control, and can give all intending buyers many useful pointers for the coming season.

The hat department of S. F. McKinnon & Co., Limited, is one of the best in Canada, and is managed by Mr. John Brasier, who is certainly an expert in his line. Hats of every correct design are found in Mr. Brasier's stock, and good sales are expected from it. Expert buyers will do well to look carefully through his stock.

The manufacturing branch of this company, under the management of Mr. J. M. Alexander, has grown to immense proportions, and McKinnon-made jackets, costumes and skirts are well known in Canada. S. F. McKinnon & Co., Limited, have opened a branch in Montreal at 230 McGill street, for the benefit of their eastern customers. A complete stock will be carried, and it promises to be a great convenience to the trade in that part of the Dominion. This company look forward to a successful season's business for wholesale as well as retail houses.

During the Toronto millinery openings Brophy, Cains & Co. will have a sample-room at 50 Wellington street, west of Bay street, where they will have on display a full range of their samples, and where their many customers will be made welcome.

**THE LATEST FROM PARIS.**

The gold fever has not abated; indeed, in some quarters it has even set in for the Spring with renewed vigor. In several of the Paris salons may be seen new models made of gold

braid or crin dyed gold. One of the best examples is that of a medium-sized Gainsborough in wide gold crin, stiffened, but semi-transparent in effect. This is bent upwards on the left side in the regulation fashion, but the brim is otherwise unlined. On the left, below the brim, is a full white ostrich feather, the stem fastening on the upturned edge, where it is hidden by the tip of another white feather laid low on the right brim. The flat, low-blocked crown is ornamented with a rouleau of white tulle around the headband, ending in a very large chou on the front centre.

Toques of gold and crin plateaux are similarly trimmed with white tulle and three-quarter white feathers with gold and strass ornaments. Gold tulle is also much in evidence on the earliest models, and tulle embroidered or spangled with gold is used for draped toques with excellent effect. There seems to be a strong feeling for gold galoons on white tulle grounds, or galoons of gold lace and cord interwoven or plaited. Ribbons edged with gold lace or braid are introduced, but it remains to be seen if they gain complete acceptance. The rage for the moment is for very large crinkled muslin poppies and roses, each petal overlaid with a draping of spangled tulle. The inclination is towards very large low-crowned hats, types of various picturesque periods.—London Millinery Record.

John Phillips & Co., Detroit, U.S.A., manufacturers of the "Silent Salesman" showcase have received a letter from one of their customers, The Wm. Barie Dry Goods Co., of Saginaw, U.S.A., which speaks a great deal for these showcases. "They light up most beautifully, selling the goods with hardly a word being said by the salesmen," says the letter, "and it is certain that they very much improve the interior of the store." The letter also compliments the makers on the excellent workmanship and finish of the showcases.

**R. B. HUTCHISON & CO.,**

30 Wellington St. West, TORONTO.

**Jobbers in Woolens.**

Constantly in receipt of new job lines of **Tweeds** and **Worsteds** from the various **Canadian Mills**. Also, imported goods in

**Worsteds** . . .  
*Plain and Fancy*

**Cheviots** . . .

**Whipcords, etc.**

**All at Job Prices.**

BUYERS visiting the market will find it profitable to give us a call.

**Samples Furnished the Trade.**

# E.&S. CURRIE.

MANUFACTURERS  
OF

NOTHING  
BUT

## NECKTIES

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST  
**TORONTO,**  
ONT.

# PERFECT

in every detail  
are the . . . . .

# WRAPPERS

manufactured  
by . . . . .

THE  
**Maritime Wrapper Co.**  
Limited  
Ontario Agent:  
J. H. PARKHILL,  
207 McKinnon Bldg., Toronto  
**WOODSTOCK, N.B.**

# THE JACKSON SUSPENDER CO.

.... Manufacturers of the ....

PATENT  
SWIVEL BACK

# SUSPENDER

Prices \$2.00 per dozen and up.  
Send 50c. for sample pair.

THE  
**JACKSON SUSPENDER CO.**

15 Leader Lane,

**TORONTO, CAN.**

# SPRING ANNOUNCEMENT.

Our traveling Representatives are on the road with our Spring and Summer lines. Now is the best time to place orders on medium and light weights, prompt delivery being thus assured. Call, or write at once.

In all but a few of the larger cities the Agency is limited to one first-class Haberdasher and Dry Goods Store in each city.

These goods are retailed at uniform prices. The dealers who handle our line are protected from price-cutters and guaranteed a good profit.

The hygienic properties of Linen-Mesh Underwear are now popularly recognized.

The Dr. Deimel Underwear is to-day the most successful specialty in the Underwear world.

**SOLE MANUFACTURERS,**

***The Deimel Linen-Mesh System Co.,***

2202 St. Catherine Street,

LONDON, E. C., 10-12 BREAD ST.,

**MONTREAL, CANADA.**



# Warner's Rust-Proof Corsets

**THE HIGHEST GRADE CORSET MADE.  
HIGHEST GRADE**

does not mean highest price, but highest quality.

"Warner's  
Boned With  
Rust-Proof"

is  
stamped  
upon the  
inside  
of every  
pair.

**WARNER'S RUST-PROOF CORSETS**



**RUST-PROOF BONING DOUBLES  
THE LIFE OF A CORSET**

**LIGHT, PLIABLE, PREVENTS  
STAINING OF CORSET,  
AND UNDERLINEN**

**MADE ONLY IN HIGHEST GRADE  
MATERIALS, EXQUISITELY TRIMMED.**

**SHAPES  
TO FIT ALL FIGURES.**

**— EVERY PAIR GUARANTEED —**

THE TEXTILE PUB. CO. N.Y.

This  
stamp

Guarantees

in all par-  
ticulars a  
perfect  
corset.

The strong features of these corsets are advertised in all leading magazines and papers that are read by millions of wearers of corsets.

The RUST-PROOF quality is what every corset wearer is looking for, and **WARNER'S RUST-PROOF CORSETS ARE THE ONLY CORSETS GUARANTEED RUST-PROOF** under the severest test of perspiration.

Rust rots the material and weakens the cloth, which, upon the slightest strain, will break away from the seams. YOU see why the life of a WARNER'S RUST-PROOF CORSET is doubled. It is only discarded from the natural causes of wear—NOT because it is broken or stained or out of shape—a **WARNER'S RUST-PROOF CORSET CANNOT RUST—CANNOT LOSE ITS SHAPE**—the most desirable corset to sell because it gives the most satisfaction.

Catalogues giving full information, with price list, mailed if requested, and samples sent free of Express charges to all parts of Canada.

All the latest shapes, including Straight Fronts, Empires and Girdles.

**THE WARNER BROS. CO.**

632-634 BROADWAY NEW YORK CITY, N.Y.

## The C. Turnbull Co., of Galt, LIMITED.

Our representatives are now on the road with the largest and most complete range of samples in Ladies', Men's, Children's and Infants' Perfect Fitting, Ribbed and Full-Fashioned **KNITTED UNDERWEAR** we have ever had. Do not place your orders until you have seen them.

**The C. Turnbull Co.,**  
of GALT, Limited.

GOULDING & CO.,  
27 Wellington St. East,  
TORONTO.

JOS. W. WEY,  
7 Bastion Square,  
VICTORIA, B.C.

## Parasols and Sunshades

FOR ———

# Spring

Samples were ready for examination first week of the new year.

**The Irving Umbrella  
Company, Limited.**

20 Front St. West, TORONTO.

# CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, Toronto.



## SUMMER CLOTHING

For Season of 1901

Embraces several original and exclusive ideas in fabrics and make.

You cannot afford to make your selections until seeing our samples, which are now in the hands of our travellers.

**Outing Flannel Suits** in white, self colors and fancy stripes—  
designs unsurpassed.

**Worsted Suitings** in white, navy and fancies.

**Alpaca Coats** in black, grey, and black and white stripes.

**Full range of Men's and Boys' Cotton Coats.**

**Blazers** in a variety of club stripes.

**Golf Coats** in red serge with gilt buttons.

**Vestings**—Fancy washable fabrics; also, white pique and duck.

**Wine Clerks' Vests** in single and double-breasted white duck.

Letter Orders carefully and promptly filled.



# Men's Furnishings.



**M**EN'S furnish-ers have had no reason to complain of the February trade, and March has opened up with bright prospects for a splendid Spring business. For the three weeks following Queen Victoria's death there was a tremendous run on black goods, and there is still a strong demand for them. Some of the

largest dealers are having difficulty to decide just which ones of the latest novelties they can handle profitably. Such articles as the men's shirt waist, the buttonhole collar, or the new bow tie with hanging ends, may possibly secure a hold on the public taste, but few dealers think so, and, while they refuse to go in for them to any extent, they are keeping a sharp lookout for any signs of their becoming more popular.

Nothing new has appeared or is likely to in the COLORED SHIRT line. Nearly every dealer is showing some old stock, with cross stripes or checks, and buyers can usually be found for them, but the only correct style is still the vertically striped shirt. All widths of stripes are shown, though the narrow stripes are preferred by most customers. A little later on some exceedingly narrow stripes will be shown, and being neat and less showy than the wide or medium stripes, will likely be selected over all others by good dressers. The sale for colored shirts has not once diminished through the Winter, and even a greater demand is expected for them as the Spring season advances.

Purple and black TIES have been selling beyond all expectations. It was thought by some dealers that two weeks would be the extent of the run on them, but it is keeping up even yet. A great deal of cheap stuff was shown, but it had not the demand that was experienced for the better qualities. A black ground, with narrow, diagonal purple stripe was the favorite. These were shown and sold well in all shapes—bows, derbys and puffs. The batwing bow and narrow derby still lead in

shapes. The flowing end tie is practically dead, and will remain so until the warm weather. Puffs are in moderate demand, but their sale will not keep up much longer. The opening of Spring will see their decline, and until next Fall there is no probability of their coming to the front again. Foulard ties in spots and figures are well liked. There is no particular color outside of the black and purple than can be said to be in the lead. The popular green and red effects of the early part of the Winter are not called for at all now. When the sale for the purple and black goods ceases, a new leading color is likely to spring up. Though there are few indications as to what this will be, a prominent dealer who is usually well informed said that he "would not be surprised if the change was in favor of cardinals." There is some reason for this. Before the Queen's death brought the black goods so much to the front, cardinals were beginning to take a prominent place in the window and on the showcases of many of the best dealers, and the demand was very encouraging, so it is probable that they will be pushed again as soon as possible. The new bow, the loose ends of which are allowed to hang down four or five inches, is being advertised widely by United States manufacturers, but Canadian manufacturers have not yet taken it up and practically none have been brought into the country. Whether they will meet with approval or not is hard to say, but the chances are against them in Canada at present. The Summer season, though, may make a change.

The Oxford made-up MUFFLER has had a successful season and will doubtless be good for another. They are an improvement on the old square muffler, both in appearance and in being easily handled. They sell best now in black.

GLOVES still sell well in suede and tan. This has been a poor season for heavy gloves in Toronto and the surrounding part of Ontario.

As to COLLARS both the round and square point in the popular high turn-down are called for. The round point has a slight preference, but the sale is likely to be about equal as the season advances. It is expected that the sale for these collars will be greater than ever this year, but, in the opinion of one or two of the leading furnishers, it will be its last year. This prophecy may be entirely wrong, but the end of the highbanders popularity cannot be many seasons off, and when it does come the change will be quick, and some dealers will have a stock on their hands that will be difficult to dispose of. Those who handle ladies' collars find the high turn-down to be in the lead there too, though there are more of the straight standing collars worn than in the men's line. The efforts of the retailers in the United States to stop the run on the high turn-down may make some difference. The complaints that money is lost on the sale of ties are well founded, hardly anything but the 25c. bow being bought, on account of its suitability to these collars. There is no sign of



# PERRIN'S GLOVES

**Perrin's  
Gloves**

*are the best.*



**Perrin's  
Gloves**

*are the best.*

Grand Prix and Gold Medal at Paris Exposition 1900.

We have the nicest and most complete set of samples and shade cards to show you for next season. Our traveller will see you shortly. Do not place any of your orders before you see him—we can interest you.

PERRIN FRÈRES & CIE., 5, Victoria Square, MONTREAL.

## CHESTER SUSPENDERS

For Careful Dressers.

**Chester Line**  
TRADE MARK

14 Styles  
all unequalled.

Both to Jas. A. R. P. 4/4/11  
Newest Model The Everlastic

"It stretches from tip to tip."

JAMES HALL & Co.  
Chester Suspender Co.  
Brockville,  
Canada.



**MEN'S FURNISHINGS—Continued.**

the buttonhole highbander becoming more popular, notwithstanding that manufacturers have tried hard to force its sale.

HOSIERY is being shown more in colors. The Canadian people do not go in for fancy hosiery like the people of the United States, but the demand for it is on the increase, and a better trade than ever may be looked for during the Summer. The colors that are usually chosen are cardinal, cadet blue and navy blue, and stripes in these colors. The very 'loud' patterns are not called for, though the tendency is toward more pronounced designs and colors.

UNDERWEAR for early Spring will be mainly in natural wools, the balbriggan and silk mixtures coming later.

There has been a satisfactory business in LEATHER GOODS, those handling them saying that a steady sale has kept up all Winter. The new dress suit cases have been going splendidly.

Seen in Dealers' Windows. Dress shirts, \$1.  
Colored shirts, old patterns, 75c.  
English collars, straight standing, 2 for 25c.

New English narrow derby ties, silk mixtures, 30c.

Pure silk and silk and wool mufflers, 59c.

Dogskin gloves, fleece lined, 58c.

Newest shapes in high turn-down collars, 3 for 50c.

New colored skirts, unlaundered, latest styles, 75c.

Newest string ties, 25c.

## NECKWEAR.

When the Christmas trade is over and there seems to be no special occasion demanding new neckwear, both manufacturers and retailers usually find the neckwear trade dull. It is that period of the year when jobbing is done, when old stocks are cleared out preparatory to stocking for Easter. This year has seen a brisker trade done in January and February than for some years past. True, retailers have been clearing old stocks by the use of bargain sales, and such dealers as R. J. Tooke, of Montreal, have been selling 75c. neckwear for 38c., but this step does not seem to have been forced on them by the dullness of previous years, nor has the bargain-counter been in general use. Trade, in fact, has been better than was expected, for what reason it is difficult to explain. Of course, the Queen's death stimulated a demand for black and combination of black and purple ties, but this does not account for all the extra business. The Christmas trade was very good, and dealers pretty well cleared out their stocks. They had to give sorting orders, and their continually getting in new goods seems to have induced regular patronage from the consumers. At all events, the business of the first two months of the year has been highly satisfactory.

Easter styles are revealing themselves but slowly, manufacturers both here and in the United States are at their wits' ends to decide once and for all what is to be the decided pattern or style of the Easter cravat. The truth of the matter is no distinct novelty has been put on the market, and the

manufacturers are loath to offer old shapes as new Easter ties. Not until the last moment are they being put on display.

What is to be the feature of the new range? is the next question. At present the neckwear men are at the mercy of the collar designers. The life of the button-hole collar or of the high-band collar itself is uncertain. The former is regarded as a fad and is not taken seriously by the neckwear men. At present large quantities of bows and string ties are being sold to be worn with the collar, but every such tie that is made is regarded as capable of soon becoming dead stock and dealers should be wary in ordering both the collar and suitable ties to go with it.

In regard to the high-band collar, it cannot but be noticed that there is a tendency to discard the square for the round points.

The flowing-tie may sell well in the Easter range. But it will be a modified flowing end. The large end will be only 7½ inches wide and will be folded into half its width, giving it the appearance of a folded Imperial. Bows and string ties will also sell well. Butterflies will no longer be in the running giving way to a graduated string tie with narrow ends about 1½ inches wide. The tendency in materials is towards softer goods with the appearance of all-silk cloths. The grounds do not show much change. As for colors, the different shades of red take a prominent place as also do blues, greens and greys. Some very pretty ties are shown in this last color. Nearly all the patterns are stripes cut on the bias. Some houses are showing pannes bearing beautiful Oriental patterns. On the whole, the range will be very neat and handsome, with enough to suit the most quiet or the loudest taste.

Manufacturers of neckwear should learn that it is a mistake to show goods far in advance of a season. We are led to make this remark because some houses are already showing Summer goods. There is plenty of time to get on the road with Summer goods and one will be more certain in a month or two what will be wanted for Summer than one is just now. Country dealers are beginning to discard the policy of buying neckwear far in advance of the season in large lots. They now buy often, perhaps every three weeks, and in limited quantities. A successful haberdasher must pursue this course. Then, in view of these facts, attention should be paid at the present time to Easter neckwear—not to Summer neckwear. Have a few good rounds out of the Easter season before you tackle the far-away Summer.

### Tips for Buyers.

The travellers for The Gault Brothers Co., Limited, are out with a full range of men's and women's underwear for Fall, 1901.

The firm buy both in Canada and abroad, and dealers are asked to see these samples before placing orders. A special line of men's and women's waterproofs for Fall is also being shown.

The latest production in the popular line known as the "Rooster" brand is the 20th Century Shirt. The shirt certainly possesses genuine merit, and is one of the best working shirts THE REVIEW has seen. Mr. Wilkins is making two lines in black that cash buyers can retail at 75c. and \$1. They are well worth buyers' attention.

All styles of windsor ties, say K. Ishikawa & Co., are in demand from men's furnishers and for ladies' wear. Thirty different styles are shown in plain silk with drawn-work fringe and hemstitched ends. The colors are white, cream, black, sky blue, pink, cardinal, heliotrope, violet, bluette, gold and navy. Of these, sky blue and pink sell the best. There has

*Dominion Suspender Co*  
*Niagara Falls*  
*Makers of Trade D Mark Suspenders*  
*Guaranteed*

*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

**Shirts, Collars and Cuffs.**

We wish to announce to the trade that we are now manufacturing on a large scale the above mentioned lines of goods. Our Brand will be known as the



*Returned  
May 17/01  
MSaffo*

We have employed nothing but skilled labor, and are producing nothing but up-to-date and a superior class of goods.

WE MANUFACTURE  
 White and Colored Shirts,  
 Men's and Women's Collars and Cuffs  
 in all the latest designs.

By generous and progressive methods, we hope to establish a SHIRT and COLLAR business equal to any in Canada.

Our travellers will be on the road in the course of a few days with a range of goods which we feel assured will please the trade.

**HAMILTON, BIRD CO., 41 Yonge Street, TORONTO**



**MEN'S FURNISHINGS—Continued.**

been a big run on black silks during the past four weeks. These black silks are special lines made in Japan and French finished. They range from 22c. to \$1. There is also a strong demand for white silks. Pure white Habutai is shown at 22c. to \$1. per yard.

The W. R. Brock Co., Toronto, show "a leading line to retail at 50c." being a special purchase of brown overalls called "Helena," the color a good wearing brown. The same firm show the following to retail at 25c.: Plain cashmere hose, three lines "Goodenuff," "Nuffed," and "Tryme"; ribbed cashmere hose, "No. 50," "No. 40" and "———"; cashmere socks for men, "Plain" and "5037"; also new numbers in men's neckwear.

Tooke Bros., Limited, are moving their Montreal city sample-room from the corner of St. Helen and Recollet streets to Notre Dame street, two doors west of St. Helen street, adjoining W. R. Brock's extension. It is the intention to fit it up in handsome style to display the goods to the best advantage and to afford an opportunity of making their visiting customers feel perfectly at home whenever they call.

Tooke Bros., Limited, are bringing out several new ideas about April 1 in the shirt and blouse departments. Some new designs are being engraved for them especially, and they confidently expect them to be attractive in every way.

#### Points in a New York Man's Dress.

The single-breasted sack coat in New York, says a fashion authority, does not show much change, except that it is made a little longer, and with less spring to the seams.

There are four buttons down the front and from one to three on the sleeves, according to the wearer's fancy. An outside breast pocket should be made without a flap, and a small-change pocket, if used, is usually made inside the large side pocket. When the outside breast pocket is dispensed with, two inside ones should be used, one on each side. The back of this coat is generally made in one piece, with seams at the side. Rounded corners in front should be very gradually rounded, not sharply.

There is also a popular sack coat with square corners in front. In general cut it is the same as the other, though sometimes this is made with slight differences in the notching of the lapel, the number of buttons, etc. The flaps of the pockets should be cut square, to conform to the general cut of the garment. This coat is made to hang straight from the shoulders; it should not be tight.

The double-breasted sack coat differs from the single-breasted only in that it has two rows of buttons instead of one, and is made with peaked lapels.

Trousers are still of medium breadth, and by no means tight. They are not so full at the hips and over the thighs as last season, which gives them less of a baggy appearance. They should be cut straight in line with no spring at the knee and calf. The bottoms should not be curved, but cut straight.

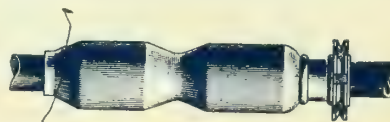
With sack suits, single-breasted waistcoats, cut high, and without lapels, have been most worn lately, though the double-breasted waistcoats and single-breasted with lapels have also been worn and are quite correct. Fancy colored waistcoats have not been so much worn with well-dressed men lately.

Dark tones and mixtures of browns and reds, blues, dark greens, greys and browns are the leading colors. Unnoticeable stripes and overplaids are worn a good deal.

The morning coat has undergone no recent change. The collar and lapels, though slightly longer, are much the same as in the single breasted sack coat, narrow and with a V-shaped notch. The tails hang to within three or four inches of the knees, and from the collar to the bottom of these the garment is cut to form gradually rounded lines. The side seams should give a slender and long-waisted effect. Three cloth buttons in front and two or three on the sleeves are correct. The lowest of the front buttons is set an inch or two above the waist line. The back contains the usual three seams. The tails are rounded, with the usual plaits and slit to the waist seam. The left side should contain an outside breast pocket. An inside pocket on the right side and one in the tails is also the proper thing.

**A HAPPY IDEA.**

Brophy, Cains & Co., Montreal, are advertising an umbrella with a new patent runner that has just been put on the market. Its mechanism is well shown by the accompanying cuts. The object of the "runner" is to obviate the difficulty one finds in pressing the nipple that must be pressed down before an umbrella can be put up or let down. It is not a clumsy arrangement, but just one of those simple things that enhances the value of mechanical devices. It moves quickly, saves the fingers, one can put up an umbrella with the glove on without fear of cutting the glove, and it prevents the cloth from being cut by the nipple when the umbrella is rolled up. One of these devices is attached to each of the new 20th Century umbrellas, and every retailer should try it.



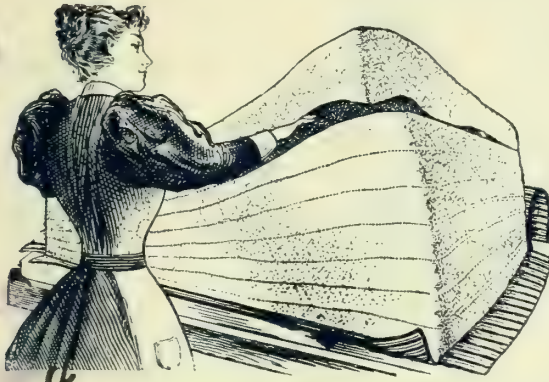
Brophy, Cains & Co.—Umbrella and New Patent Runner.



A range of prints from a mill-clearing line are being offered by John Macdonald & Co. at much below the regular price and can be retailed profitably at 8c. They are two inches wider than No. 1 cloth. Towellings have been in good demand. Linens will soon be very firm again and the sale is increased on that account. Mercerized goods and all better grade materials are being bought in preference to the cheaper goods.

The staple department of The W. R. Brock Co., Limited, Toronto, offer close buyers the following: 32 in. heavy Canadian print, German make, navy blue with white spots and stripes, etc., at 8½c, 25 per cent. below regular price; a novelty in printed foulards to retail at 20c., mercerized finish in light grounds, wedgewoods, etc., in some handsome designs; in linings, a clearing line, B 22, in moire antique percaline retailing at 15c., fully 50 per cent. below regular price. In linens an 18 in. pure flax towelling, retails at 6c, cheaper than cotton, worth 10c; McBurney 18 in. towelling, heavy dark twill, retails at 8c., good value at 10c.; M 133 a 23 in. glass towelling, retails at 20c.; a 58 in. cream, damask table linen, mellow finish, five different designs, retails at 25c.; M 5 a 60 in. very fine cloth, a leader to retail at 50c.

# Ostermoor's "Patent Elastic Felt" Mattress.



The Ostermoor Co., of New York, forward several hundred Canadian inquiries about this mattress to us every year. Some of these inquiries come from your town or near you. We are the Canadian manufacturers of this truly wonderful mattress, and have \$15,000.00 worth of machinery employed in their

manufacture. We manufacture for the trade only, but **you** can sell them at New York prices and get your regular profit. We only sell this line to one firm in each town, and if they are not on sale or not properly pushed in your town it will pay you to get informed. Remember they are the best things known in mattresses.

## THE ALASKA FEATHER & DOWN CO., LIMITED

Salesroom and Office—301 St. James Street, Cor. Victoria Square,  
Works on Canal Bank.

❀❀ **Montreal.**

Have You The

Straight **B & C** Front

**CORSET**

For Your Trade?

If not, you should  
send sample order.



Manufactured only by

**BRUSH & CO.,**  
TORONTO.

## Wreyford & Co.

Wholesale Men's Furnishers

ROMAIN BUILDING, **TORONTO.**

DOMINION AGENTS FOR

## Young & Rochester

LONDON and LONDONDERRY

Manufacturers of Shirts, Collars,  
Neckwear, Flannel Outing Suits.

## Tress & Co., London, Eng.

HIGH-CLASS

**HATS and CAPS**

Latest styles from West End London and New York.

Selling Agents for Canada for

**LILLEY'S CELEBRATED SUIT CASES.**

WRITE FOR ILLUSTRATED CATALOGUE and DISCOUNTS.





MONTREAL and TORONTO, March 1.

## THE COTTON TRADE.

**T**HE Canadian cotton trade shows no marked change. The mills contend that the cost of raw material necessitates stiffer prices, and are apt to think the wholesale firms unwise for continuing to sell certain lines to the retail trade at the old figures. The cotton mills, with the exceptionally-situated case of the St. John mill, appear to have had a good year, and expansion is the sign in some quarters.

In prints, both Canadian mills are showing new designs for Fall. The prices quoted on these to wholesale buyers are generally the same as the present season's list, which we give below. The only change we hear of is that The Colonial Company are dropping their 29 cloth from 5½c. to 5c., and their 23 cloth from 8½c. to 8c. This, it is contended, is not due to a declining market, but to the wisdom of restoring a popular price on these lines, which are usually retailed at the smallest advance possible. The similar lines of the Magog mills have not, so far as we have learned, responded to this new move.

## THE LINEN MARKET.

Reported improved and largely increased business in linens with the local firms is to be accounted for principally by the peculiar situation of the market in Great Britain and on the Continent. All classes of linen goods have been steadily advancing in price for months back, owing to the tremendous shortage in flax crops the world over; but, in addition to this, the quality obtainable is of such a very inferior grade, and so much below the ordinary standard, that there is now actually a difficulty in getting orders filled "up to sample." To explain more fully what we mean, we quote from a letter written by a large manufacturing concern in Belfast to a house in town relative to orders placed by them: "We note your remarks re Paris ducks and towels and we have to say that we have filled your order as near as it is possible to do to original samples or repeats. Of course, as no doubt you are aware, all manufacturers have had their difficulties in hitting repeat orders, or making to samples of former orders, owing to the inferiority of flax from previous seasons, so that from this cause alone there would be a difference, although goods were made from the same counts and spin of yarn as formerly. Therefore, under the circumstances, we would ask you not to be too critical, as we have filled, and always endeavor to do so, your orders as near standard as possible." As soon as the trade generally begins to realize the gravity of the situation, as far as linens are concerned, present stocks will be very quickly exhausted, and we would advise buyers against putting off their orders till it is too late.

## CANADIAN OILCLOTH.

As we go to press we have no information of any advance in the prices of Canadian table and floor oilcloth, although reports that there would be a rise, in sympathy with American and English prices, have been current for some time.

## DRY GOODS THREAD PRICE LIST.

|                                                                                                             |                |      |      |      |      |      |      |      |      |      |      |
|-------------------------------------------------------------------------------------------------------------|----------------|------|------|------|------|------|------|------|------|------|------|
| STANDARD—16-oz. lb. (in red boxes.)—Hanks.                                                                  |                |      |      |      |      |      |      |      |      |      |      |
| Genuine, Nos.                                                                                               | 25             | 30   | 35   | 40   |      |      |      |      |      |      |      |
| Per lb.                                                                                                     | \$1 20         | 1 35 | 1 45 | 1 70 |      |      |      |      |      |      |      |
| A. QUALITY—12-oz. lb. (in boxes)—Hanks. ½-oz knots.                                                         |                |      |      |      |      |      |      |      |      |      |      |
| Genuine, Nos.                                                                                               | 25             | 30   | 35   | 40   |      |      |      |      |      |      |      |
| Per lb.                                                                                                     | \$1 00         | 1 15 | 1 25 | 1 40 |      |      |      |      |      |      |      |
| BEST "LAGAN" LINEN THREAD—                                                                                  |                |      |      |      |      |      |      |      |      |      |      |
| 12-oz. lb. (in boxes)—Hanks. 48 to box.                                                                     |                |      |      |      |      |      |      |      |      |      |      |
| Nos.                                                                                                        | 25             | 30   | 35   | 40   |      |      |      |      |      |      |      |
| Per box.                                                                                                    | \$0 52         | 0 58 | 0 65 | 0 75 |      |      |      |      |      |      |      |
| "PASSAIC" LINEN THREAD—8-oz. lb. (in boxes)—Hanks.                                                          |                |      |      |      |      |      |      |      |      |      |      |
| Nos.                                                                                                        | 25             | 30   | 35   |      |      |      |      |      |      |      |      |
| Per box.                                                                                                    | \$0 32         | 0 35 | 0 40 |      |      |      |      |      |      |      |      |
| CARPET THREAD—16-oz. (in red boxes)—Hanks.                                                                  |                |      |      |      |      |      |      |      |      |      |      |
| 3 Cord drab, green, black, white, brown                                                                     | \$1 00 per lb. |      |      |      |      |      |      |      |      |      |      |
| 3 Cord red                                                                                                  | 1 05 "         |      |      |      |      |      |      |      |      |      |      |
| EXTRA STRONG BUTTON THREAD—"Fil au Grand Prix" \$1.20 per box of 48 balls, Nos. 30 and 40, black and drabs. |                |      |      |      |      |      |      |      |      |      |      |
| WHITE LINEN FLOSS.                                                                                          |                |      |      |      |      |      |      |      |      |      |      |
| 1*, 2*, 3*, 4*, 72 knots to box, or assorted-1 to 4..... \$1 05 per box                                     |                |      |      |      |      |      |      |      |      |      |      |
| LINEN THREAD ON SPOOLS.                                                                                     |                |      |      |      |      |      |      |      |      |      |      |
| Black, drabs, } 3 Cord—200 yds..... \$1 00 per doz. }                                                       |                |      |      |      |      |      |      |      |      |      |      |
| W., B., and white (3 "—100 "..... 60 " } 25 to 100                                                          |                |      |      |      |      |      |      |      |      |      |      |
| Machine 3 cord, 1, 2 and 4-oz. Spools, 16-oz. lb.                                                           |                |      |      |      |      |      |      |      |      |      |      |
| Nos.                                                                                                        | 16             | 18   | 20   | 25   | 30   | 35   | 40   | 50   | 60   | 70   | 80   |
| Lb                                                                                                          | \$1 05         | 1 10 | 1 15 | 1 30 | 1 40 | 1 55 | 1 75 | 2 05 | 2 25 | 2 60 | 2 90 |
| GILLING THREAD—3 Cord—14-oz. lb. ¼-lb. balls.                                                               |                |      |      |      |      |      |      |      |      |      |      |
| Nos.                                                                                                        | 25             | 30   | 35   | 40   | 50   | 60   |      |      |      |      |      |
| Per lb.                                                                                                     | \$0 77         | 0 90 | 1 00 | 1 10 | 1 25 | 1 50 |      |      |      |      |      |

## COLONIAL CO.'S PRINTS FOR SPRING, 1901.

The price list of the Colonial Bleaching and Printing Co., Limited, for Spring, 1901, issued October 10, is as follows:

| Prints—             |       | Sateens—                    |       |
|---------------------|-------|-----------------------------|-------|
| No. 29 cloth.....   | 5½c.  | No. 54 cloth.....           | 12¼c. |
| No. 38 cloth.....   | 7½c.  | No. 47 cloth, mercerized .. | 17½c. |
| No. 23 cloth.....   | 8½c.  | Kitchener Tweed—            |       |
| No. 23 aniline..... | 8½c.  | No. 21 cloth.....           | 10½c. |
| No. 19 cloth.....   | 10c.  | Flannels—                   |       |
| No. 19 aniline..... | 10c.  | Colonial Flannel.....       | 8c.   |
| No. 15 cloth.....   | 10c.  | Kopje flannel.....          | 9c.   |
| Ducks—              |       | Twills—                     |       |
| No. 28 cloth.....   | 10½c. | No. 18.....                 | 8½c.  |
|                     |       | No. 6.....                  | 11½c. |

## MAGOG PRINTS NEW LIST, SPRING, 1901.

| STAPLE LINES.                     |       |                                   |       |
|-----------------------------------|-------|-----------------------------------|-------|
| H. cloth.....                     | 5½c.  | HHH. heavy cloth.....             | 10c.  |
| No. 1 cloth.....                  | 6½c.  | AAA. heavy cloth.....             | 10½c. |
| No. 2 cloth.....                  | 8½c.  | C cloth.....                      | 10½c. |
| INDIGO—Special.                   |       |                                   |       |
| S.C. Indigo.....                  | 8½c.  | XXX. Indigo.....                  | 11c.  |
| D.C. Indigo.....                  | 11c.  | G.C. Indigo.....                  | 13c.  |
| FANCY LINES.                      |       |                                   |       |
| N.N. sateen.....                  | 11c.  | Ex heavy moles.....               | 21c.  |
| A. duck costume.....              | 8½c.  | Salisbury costumes.....           | 8c.   |
| Princess piques.....              | 11½c. | Summer suitings.....              | 9c.   |
| A.A. duck costume, indigo ..      | 10½c. | N.B. costumes.....                | 9c.   |
| A.A. " aniline ..                 | 10½c. | Twill cretonne.....               | 8c.   |
| C. duck costumes.....             | 12c.  | Ottoman cretonne.....             | 10c.  |
| X.X. K. skirting.....             | 11½c. | Oatmeal cretonne.....             | 11½c. |
| Moreen skirting.....              | 11½c. | Crash suitings.....               | 12½c. |
| H. drill.....                     | 12½c. | M. 2 linenettes.....              | 10c.  |
| Ladas tweed.....                  | 12½c. | C. linenettes.....                | 12c.  |
| Saxony suiting.....               | 15c.  | Sateen cretonne.....              |       |
| Heavy moles.....                  | 17c.  | Embossed skirting.....            | 10c.  |
| SLEEVE LININGS.                   |       |                                   |       |
| No. 11, sleeve linings, 39-40 in. |       | No. 44, sleeve linings, 39-40 in. |       |
| No. 22, " " "                     |       | No. 22, X " "                     |       |
| No. 33, " " "                     |       | Embossed " "                      |       |

The above list is dated October 6.



**INSIST on This Brand.****STIFFEST  
and BEST****All Wholesale Dealers**

Manufactured by . .

**Dick, Ridout  
& Co.**TORONTO  
COBOURG  
WINNIPEG**The Peoples****Life Insurance Company**

TORONTO.

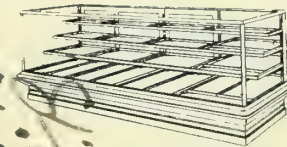
Purely Mutual. (Full Government Reserve).

Issues all descriptions of Life Insurance and a **Specialty** made of  
Sub-standard Insurance for Impaired Risks. Write for particulars.

HON. J. R. STRATTON, President.

W. D. BELL, Manager.

THOS. JOLLIFFE, Secretary.

**DISPLAY FIXTURES and FORMS, and SHOW CASES****MANTLE RACKS**Circular or Straight,  
Single or Double,  
Made in Elm, Birch or Oak.**SHOULDER  
HANGERS**Made in Wire, Hardwood  
or Pine.**WAX FIGURES  
and  
PAPIER MACHE  
FORMS**  
in great variety.**SHOW CASE COUNTERS**  
Latest Designs.**MILLINERY STANDS**

Of Every Description at Cut Prices.

Ribbon Cabinets, Hat Stands, Window Fixtures, Glove Cabinets, Triplicate Mirrors, Lace Cabinets,  
Veiling Stands, etc. Umbrella Cabinets made in three sizes. Order now to ensure quick shipment.**CLATWORTHY & CO.,**46 RICHMOND ST. WEST, **Toronto**

You'll lose your pants  
unless you get a box of  
Automatic Buttons.

To Unlock Button Simply  
Raise the Key.

U. S. PAT. JUNE 5, 1894.  
ENG. PAT. NO. 11,630.

NO NEEDLE REQUIRED.

**J. V. Pilcher Mfg. Co.**  
MAKERS  
914 Mason Ave., Louisville, Ky.

**THE "DERBY" LINK**  
PAT. NOV. 29, 1899.

1/4 SIZE.  
For All Cuffs.

3/4 SIZE  
"TIP" Has Lever Button.

THE STAR  
For Round or Link Cuffs.



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JOHN FISHER

SON &amp; CO.

Cor. Victoria Square and St. James Street

MONTREAL.

WOOLLENS

— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

SAMPLES Now on the road.



Our Spring range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

The Berlin Button and Suspender Co.  
BERLIN, CANADA.

# The Penman Manufacturing Co., Limited

MILLS AT

*Thorold,  
Coaticook and  
Port Dover.*

HEAD OFFICES:

... PARIS, ONT.

Manufacturers  
of

**KNITTED  
GOODS** of all  
descriptions

INCLUDING

Ladies' and Gentlemen's Underwear  
in Cotton and Wool, Hosiery, etc.



SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.



To The Trade.



❁ ❁ MARCH.

## Our Ladies' Ready-to-Wear Department...

Will be of special interest for the next few weeks to merchants who are carrying or intend carrying an assortment in the class of goods contained therein.

**WHITEWEAR**—Corset Covers, Chemises, Drawers, Night Dresses, Underskirts, Bridal Sets—Lace and Embroidery Trimmed.

**DRESS SKIRTS** — Plain and Fancy Mohair Lustres, Black Matelasses, Plain Homespuns (with Flares and Flounces).

**SUMMER COSTUMES**—In Foulard Effects.

**UNDERSKIRTS**—Black, Fancy, and Plain Colors, in Great Variety.

**BLOUSES**—Fancy and White Muslins, Prints, Plain Black Mercerized Goods and Silks.

**WRAPPERS**—In a Great Variety of Styles and Materials.

We are also showing extraordinary value in Valenciennes, Oriental, Torchon, and All-over Laces and Embroidery Edgings and Insertions.

FILLING LETTER ORDERS A SPECIALTY.

# John Macdonald & Co.

Wellington and Front Streets East, - TORONTO.



VOL. XI

MONTREAL AND TORONTO APRIL, 1901.

No. 4

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

TIDSWELLS

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,  
SKIRTS, ETC.

Canadian Buyers will always find the very latest  
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

IN GREAT DEMAND

PRIESTLEY'S

Crepe De Chines, Mignonettes, Eudoras, Coverts, Serges.

These lines are the most fashionable for Spring and early Summer trade.

BETTER SEND FOR AN ASSORTMENT SOON.

S. GREENSHIELDS, SON & CO.,

Sole Selling Agents.

MONTREAL.



# WYLD - DARLING

COMPANY, LIMITED

We Would Remind \_\_\_\_\_

*The Tailoring Trade*  
*of our showing of* **Spring Woollens**

FOR LADIES' AND MEN'S SUITINGS.

**52 and 56-inch Black Vicunas.**

**Black and Navy Cheviots** in popular qualities.

**6/4 Homespuns** in black and all fashionable shades, including the newest **Greens** and **Greys**.

Special importations of exclusive designs in **Tweeds** and **Worsted**s in suit ends.

Novelties in **Covert** and **Venetian Coatings**.

Trimmings to match all Cloths.

PATTERNS ON APPLICATION.

WYLD-DARLING COMPANY, Limited, TORONTO

## Lister & Co., Limited

Manningham Mills, BRADFORD.

Are preparing for a large demand for their Silk Sealettes in 32-inch and 48-inch **"Lisreine"** or **Rainproof Seals**

—ALSO—

48-inch Plushes for Cap and Gauntlet manufacturing.

To be had of all Leading Dry Goods Houses in Canada.

# Sort up Your Stock!

---

You can do this with the goods we have. Our assortments are all new, and include the most saleable goods.

**COTTONS---**We have some good snaps here.

**FLANNELETTES**

**GINGHAMS**

**PRINTS**

Newest patterns  
and latest colorings

**BELOW MILL PRICES.**

---

**CARPETS**

— and —

**HOUSE-**

**FURNISHINGS**

A department which receives most calls at this time of the year. Lines are the latest importations, at prices to suit every trade.

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**MEN'S**

**FURNISHINGS**

*Underwear for Summer, Neckties.*

*Collars and Shirts in endless variety.*

*Special lines in Men's Half-Hose.*

---

**SMALLWARES**

Summer goods for Ladies and Misses are a special feature here, and your Whitewear Department can be fully assorted from this stock.

---

**DRESS GOODS**

Grenadines, Printed Delaines and other fashionable wearing apparel.

---

Send us a list of your wants or see our travellers' samples.  
You will be equally satisfied.

---

**S. GREENSHIELDS, SON & CO.**

**MONTREAL.**



# RYLANDS & SONS

LIMITED.

## MANCHESTER, ENG.

Cotton  
Spinners

+ + + +

Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

+ + +

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

Capital, \$14,500,000. Employees, 12,000

### LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

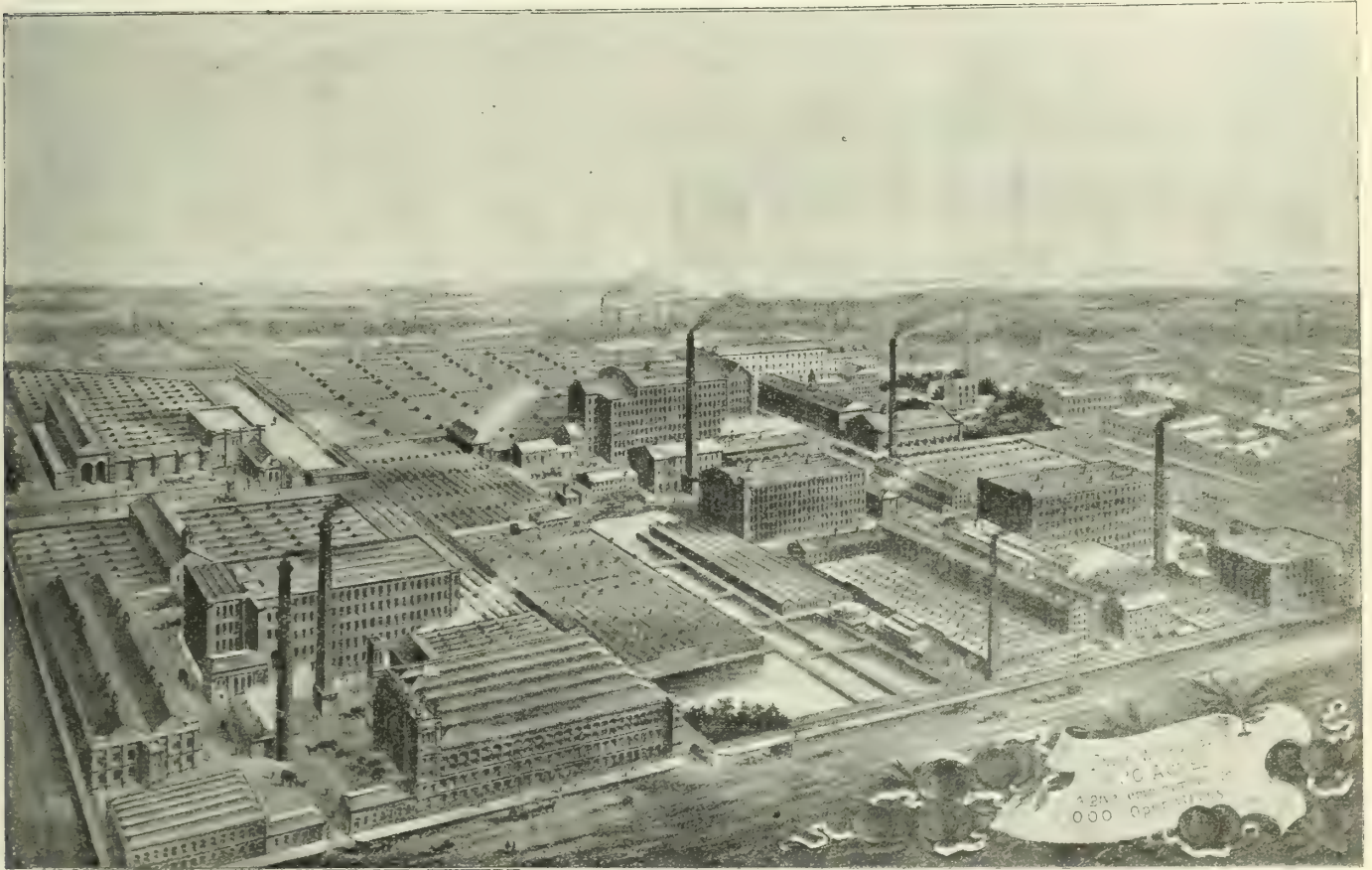
Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

# Horrockses, Crewdson & Co.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, 107 PICCADILLY, MANCHESTER,**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

## HIGHEST AWARDS AT ALL EXHIBITIONS.

|                           |            |                        |      |
|---------------------------|------------|------------------------|------|
| PRIZE MEDALS, LONDON      | 1851, 1861 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

**GRAND PRIX, PARIS, 1900.**



# NOVELTIES! NOVELTIES! NOVELTIES! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

## Hitchcock, Williams & Co.

SIR G. WILLIAMS F. G. WILLIAMS H. WILLIAMS A. T. WILLIAMS

### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.

43, 44, 45, 46, 49, 50 Paternoster Row.

1, 2, 5, 6, 7, 8 London House Yard.

**MANUFACTORIES, Warwick Lane and Paternoster Buildings.**

## The \_\_\_\_\_ World=Renowned "OXFORD"

CAMBRIC AND LONG CLOTH  
UNDERCLOTHING.

(Write for Samples and Price List.)



TRADE MARK



MANUFACTURERS

# W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

## "Assorting Orders."

In anticipation of our usually large assorting business, we now have our buyers on the Continent and in New York securing the latest novelties in our line, and our stock will be in good shape to meet all the requirements of the trade.

**DRESS GOODS**—We are offering at readjusted prices, as we are determined to close out our surplus stock early in the season.

## "Fall and Winter Samples."

Our salesmen are just starting out with a full sett of **Jackets, Capes, Blouses, Wrappers**, and many other lines for the Fall and Winter trade.

**ORDERS** must be booked early to admit of goods being made, and prompt and satisfactory deliveries secured.

"LETTER ORDERS CAREFULLY EXECUTED."

### The Lace Warehouse of Canada.

### Kyle, Cheesbrough & Co.,

16 St. Helen Street

MONTREAL, Que.

## DOLLARS AND SENSE.



Whether we like it or not—in business one must look at the dollars. The balance sheet shows up badly at the end of the year if dollars are counted out—because goods on one's shelves have become soiled—faded, it may be, or perhaps fashion has ruled the color off.

In Canada a great many dry goods merchants and milliners have dollar after dollar invested in goods that are unsalable because color is wrong.

Our work is to re-dye anything in Dress Goods, Hosiery, Ribbons, Feathers or Plumes and make the goods just like new again.

We re-finish all our work in such a way that an expert is unable to say but that they are new goods.

—Correspondence is solicited if further information on any point is desired. For twenty years we  
—have been doing this kind of business for the largest and most successful dry goods men in Canada.

## R. PARKER & CO.,

HEAD OFFICE AND WORKS: 787-791 Yonge St.  
MONTREAL BRANCH: 1958 Notre Dame St.

Dyers and Finishers, TORONTO



# FALL CLOTHING



*all in hand  
the 10/4/01 see out  
work in page 172*

## Men's Fine Tailored Garments



### IT PAYS —

to be conservative, but  
to be hide-bound is a losing game.



### IT COSTS —

nothing but time to look  
at our Fall Samples, which are now  
on the road in the Northwest and  
Maritime Provinces, and will soon be  
in Ontario.



**LOOK** and **YOU** will be pleased.  
**BUY** and we will **BOTH** be happy.

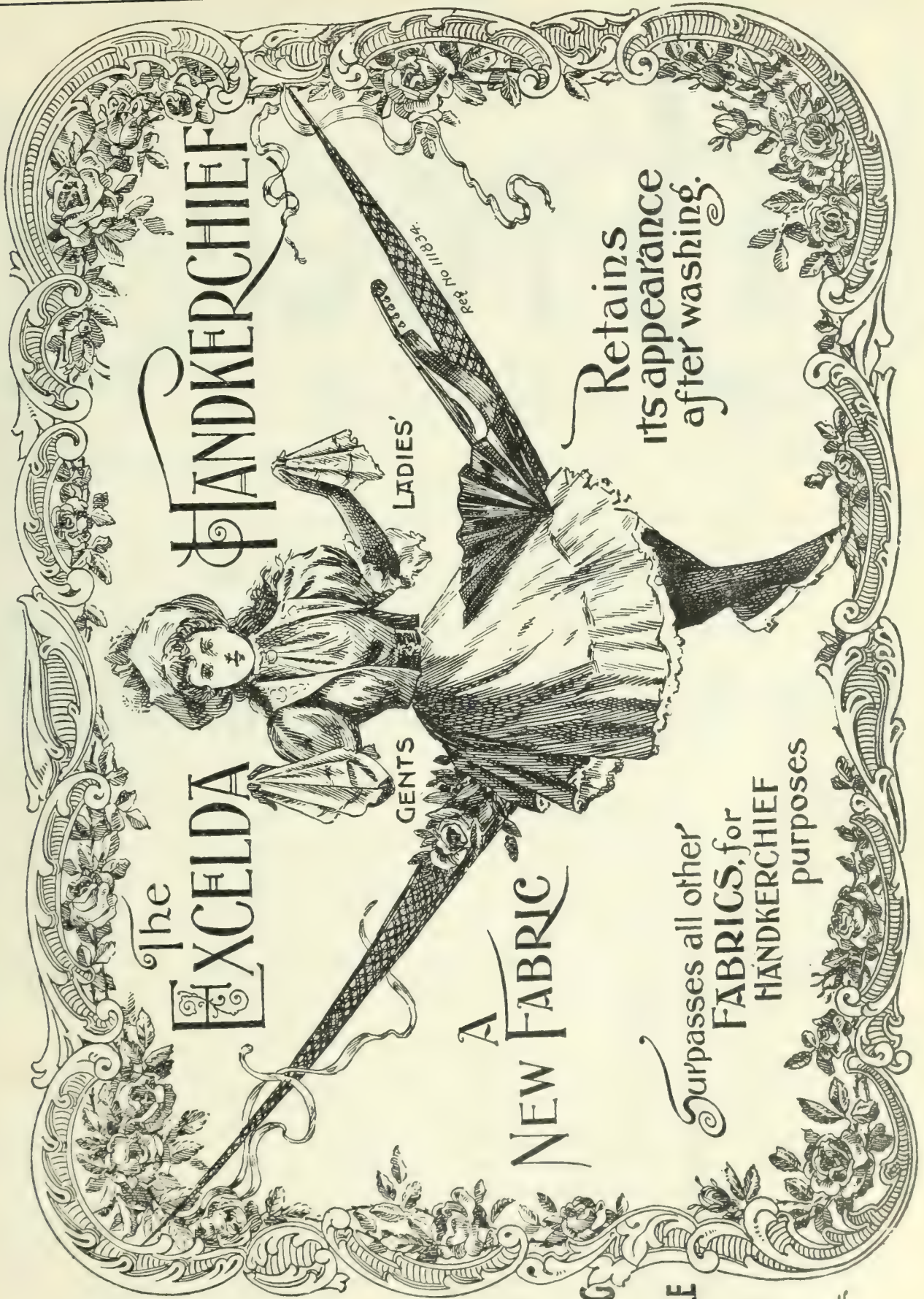


# The Lowndes Company, Limited

61 Bay Street,

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TORONTO.



THE EXCELDA HANDKERCHIEF

A NEW FABRIC

Retains its appearance after washing.

Surpasses all other FABRICS, for HANDKERCHIEF purposes

TO BE HAD FROM THE LEADING WHOLESALE HOUSES



# The W.R. Brock Company, (Limited)

Toronto.

LEADERS FOR APRIL

in

## Hosiery, Gloves and Underwear

To  
Retail  
at  
**25<sup>cts.</sup>**

|               |                            |                        |
|---------------|----------------------------|------------------------|
| {             | Black Cotton Hose          | "Electric" and "Union" |
|               | Plain Black Cashmere Hose  | "Goodnuf" and "Soeze"  |
|               | Ribbed Black Cashmere Hose | "Dotel"                |
|               | Men's Black Cashmere Sox   | "Plum" and "5037"      |
|               | Taffeta Gloves, in         |                        |
|               | Black, Tan, White, Cream   | "Special"              |
|               | Balbriggan Underwear       | "Dazzler"              |
| Ladies' Vests | "W 67"                     |                        |

To  
Retail  
at  
**50<sup>cts.</sup>**

|               |                            |                  |
|---------------|----------------------------|------------------|
| {             | Lisle Thread Hose          | "No. 33"         |
|               | Plain Black Cashmere Hose  | "T C B"          |
|               | Ribbed Black Cashmere Hose | "A E"            |
|               | Men's Black Cashmere Sox   | "De Coon"        |
|               | Pure Silk Gloves           | "BB, CC, TT, WW" |
|               | Kid Gloves                 | "Elsie"          |
|               | Balbriggan Underwear       | "Satin and Ujon" |
| Ladies' Vests | "W 122"                    |                  |

SAMPLES SENT ON APPLICATION.

# THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, APRIL, 1901.

No. 4.

## OUR NEW YORK DRY GOODS LETTER.

Retailers Hopeful for Spring Business—Orders on a Conservative Basis—The Ready-to-Wear in Costumes and Hats—A Surplus in the Cotton Market—New Features in Ladies' Goods—The Fashions in Millinery.

From THE DRY GOODS REVIEW's special correspondent,

New York, March 22, 1901.



**B**USINESS in the dry goods field during March has been on the same lines as since the beginning of the season; viz., a great deal of activity, but no great volume. The aggregate of business has footed up to large totals, but the rank and file of buyers have not departed from the policy that has ruled for so long, which dictates small orders, frequently repeated or scattered, rather than large quantities.

The strong feature of the market has been the steadiness of the demand and the supreme confidence in the retail end of the Spring season. An army of buyers has visited the market, and most of them have returned to their homes to dispose of the goods that they purchased while here, and make preparations for what is anticipated as a record-breaking Easter season.

### FEATURES OF THE SEASON.

First shipments in many lines have gone out, and it is as yet early to indicate on what lines the duplicate orders are coming in, but the tendencies of the season are shaping themselves definitely in certain directions which furnish data to gauge the trend of the demand. It is still noteworthy that in finer goods the tendency is largely in the direction of the costume for the individual, rather than the garment for the many. The dressmaker end is still being emphasized, with the result that piece-goods departments find themselves in greater favor than for many seasons past. Naturally, this state of affairs has worked to the benefit of the better class of dress goods and silks, while there has been no particular detraction from the manufacturing end, where the staples and cheaper grades find their outlet.

### THE SILK TRADE.

The demand for silks has been on a very large scale during the month. Taffetas are easy leaders, both in blacks and colors, and the large surplus stocks which have hung over the

market for so long a time have at last disappeared, and "spot deliveries" are the exception. Prices can hardly be said to be better, but there is a firmness to them which augurs better things. Softer finished taffetas have the call. Louisines in warp prints and plain effects continue to hold their prominent position. Louisine ribbons are also quite popular.

### UNCERTAINTY IN COTTON.

The cotton market remains in an uncertain condition. The speculative element, which served to accentuate the rise in the market when that took place, has largely retired from the field, and cotton is being largely left to those who are ordinarily interested. The reduction in the price of print cloths to  $2\frac{3}{4}$  c. per yard by the Fall River selling committee has not accomplished any lasting effect, and systematic curtailing of the production is the only means now left to reduce the surplus of cloths in the market. The cheapening of cotton fabrics has one beneficial effect in that it enables manufacturers of ready-to-wear garments, made of these materials, to market them with greater facility on account of lower prices. This is particularly true of the wrapper trade, where close margins have prevailed for many months past.

### THE STRAIGHT-FRONT IDEA.

The straight-front corset is responsible for changes in many other garments and has affected the styles very perceptibly in corset covers, petticoats and outer gowns. Straight-front models have dominated the demand for the entire season, and are also the most popular in the Summer styles, which are already claiming a fair share of attention. While the great bulk of the demand is for the medium lengths, the shorter models have not been neglected.

### LADIES' GOODS.

There has been an enormous demand for French corset covers. The models intended for the straight-front corsets are long waisted in front and cut on the same lines as shirt waists. Some of the more extreme styles are made entirely of lace and ribbon.

In gowns, there is a tendency to favor those with low necks and short sleeves. The shear materials, nainsook and very fine lawns are growing in popularity.

Embroideries, which have been so long sidetracked on



account of the advance in price, are again coming forward, as the prices have declined sufficiently to bring them within the range of popular-priced undergarments, in competition with laces.

In white petticoats the newer models fit very snugly over the hips, and, in some cases, two or three small plaits are placed on each side of the back. Some of the extreme models button in the back. The general run of designs is very fluffy from the knees down, secured by means of one or more ruffles.

The medallion style of trimming is very popular in the better class of garments. Quantities of fine tucks are employed; perpendicular effects are the newest. In colored petticoats, mercerized sateens hold very strongly. There has been a fair demand for taffetas for Easter business. Black and white stripes, both very narrow and as wide as a half inch, are quite popular in both silks and mercerized. A multitude of plaitings and ruffles are employed.

#### WHAT GOES IN MILLINERY.

In millinery the great feature of the season is the predominance of roses and foliage, though all flowers are used, even the smaller ones—forget-me-nots and heliotropes. It is expected, however, that before the season is over fruit blossoms in natural tints will be widely used. The call for foliage has been so great that all the better class of goods have disappeared from this market. Importers of flowers have hurried across to France and Germany to secure more goods, and are making a second trip, which is a very unusual occurrence.

Hair braids of thin transparent materials are popular in the manufacture of hats, though the indications also point to a liberal use of straws. The new tendency is toward a scoop front on a similar mushroom shape to the past season's outlines.

Chiffons are also prominent. Hats are short in the back, falling down upon the hair, and many broad ribbons of the chiffon mousseline variety are used in the finer goods. Bows of black velvet and black satin ribbon are used under the brim and for trimmings.

Ostrich plumes are rather in the background, though many popular models have one large plume draped around the hat.

The most popular ornaments are of cut steel, gold, pearl, various jewels, as well as many ends with gold cord, appliques and fancy hair materials. Some straw dotted fabrics are popular for fancy crowns and soft roll brim effects. Gold quills are especially striking, and many new effects in peacock designs are produced by painting plain quills with metallic effect.

There is noticeable a very strong tendency to lean toward the realm of the ready-to-wear hat, and a disposition to push the sale of the complete hat rather than the materials alone. It has been demonstrated, so far as the popular end of the line is concerned, that the factory processes are so much less expensive than the workroom methods, that hats can be produced under the former for a trifle more than what the mere materials cost under the usual form of millinery work; so the ready-trimmed hat and ready-to-wear plain tailored hats have multiplied themselves into the hundreds of thousands, and the establishments that are producing them are running into the hundreds in number.

Buyers of retail millinery departments show a disposition to trouble themselves less and less about preparing their own hats, preferring to buy them in the market ready-to-hand,

and turning them over at a profit of 100 to 200 per cent. But in both fields the great keynote of the demand is the predominance of roses.

In the cloak field the demand has been light, and the season has been disappointing in more ways than one. The tailor-made suit is in fair demand, but attention is already being turned toward Summer garments. There has been a flurry in favor of taffeta jackets, short jaunty etons, tucked all over or hemstitched, with or without a vest. It is anticipated that this demand will last well into May, as the garment is particularly adaptable to Spring weather. Taffeta silk skirts hold on wonderfully, and are sold to match the jackets.

The demand for shirt waist suits has been on a large scale, and promises to increase in volume as the Summer season approaches. Foulardines in solid colors—old rose, blue, pea-green, lavender, turquoise—with white fancy figures and Persian and oriental effects, are popular in separate skirts. The most effective models have one or more flounces trimmed with velvet ribbon. In waists, taffetas continue to be extremely popular, though the shear fabrics are beginning to engross attention. There is very little departure from the earlier models; a great variety of collars, and a tendency to elaborate the sleeves is noticeable.

#### WOMEN'S NECKWEAR.

In women's neckwear, the automobile tie holds its own persistently. Grass cloth ties are very popular in the cheaper end of the line; they are combined with taffeta or lace and trimmed with tinsel, and intended to retail for 25 cents.

Gold is still the leading trimming and is used in a variety of forms in small ornaments in shapes of all descriptions and no description, singly and in clusters. A model that has found great favor is a collar made of taffeta with extending points trimmed with tinsel. The body of the tie is in color and the wings in white or vice versa. The l'Aiglon collar is also well in the race: It opens in the back, has two small revers extending on either side in front, and a small bow elaborated with various tinsels or laces or combinations of them. These are offered at \$12 per dozen wholesale.

Another number more in the popular line is a collar in single color or two-tone effect with graduated plaits coming to a point in front, trimmed with neat gilt buttons and two white wings, each with a gilt button. The wholesale price of these is \$3.50 per dozen. Shell tucking is extensively used on collars.

Another popular model is made of three velvet ribbons with lace insertion, and finished with spikes on the ends. Military collars in high shapes trimmed with gold braid and buttons are also in good favor.

W. B.

---

Mr. W. N. Ahearn, city traveller for The W. R. Brock Co., Limited, Montreal, has been appointed to represent them in the Midland counties of Ontario from Kingston west.

Mr. K. Boissevain, after spending part of the Winter with his family abroad, has returned to his home in Montreal, and resumed his duties as secretary of The Alaska Feather and Down Co., Limited.

The selling out of heavy stock, owing to the prolonged Winter, is creating among other things a lively demand for comforters for next Fall. The "Puritas" Brand is getting its share of this boom, the manufacturers (The Alaska Feather and Down Co., Limited, of Montreal) reporting liberal orders from the wholesale trade.

# FOR FALL, 1901.

We are now booking orders for . . . .

Panne Velvets, Mirror Velvets, Silk Velvets,  
"Royal" Velveteens, Silk Plushes, and  
Rain-Proof Silk Seals.

We have a splendid *range of colors* in the above and all the *newest shades*.

This promises to be our *record year* for *Dress Goods*. Our Spring trade is head and shoulders over all previous seasons.

**For Fall and Winter, 1901, we promise the trade the**  
***Grandest Range of Dress Goods***

ever shown by any one house in Canada. The months of March, April and May will be devoted to buying *the best* that the markets of the world can produce.

Our *Fancy Woollen Department* shows a largely increased range of samples. The leading lines are :

**Shawls, Polkas, Coats, Clouds, Hoods, Fascinators, Tams,  
Caps, Toques and Sashes, Infantees and Bootees.**

We ask special attention to our *new ranges of Underwear* for Men, Women and Children, also Gloves and Hosiery.

We would especially mention Nos. 41, 45 and 46 Hose; also Nos. 261 and 263 Half-Hose, our own manufacture, the lines that were in such demand last year.

Samples of our *Flannels, Blankets, Rugs, Flannelettes*, and all staple lines of *Canadian Cotton Goods* are also shown.

For the *Sorting Season* each of our representatives has a *full range of samples* with him, and will have the pleasure of being with you at an early date.



23 St. Helen St.,  
MONTREAL.

**BROPHY, CAINS & CO.**



## SILK WAISTS, BLOUSES AND SHIRT WAISTS.



N silk waists, the month has brought little that is new. The demand continues as heavy as last month, and manufacturers are installing additional machinery and working their staffs at night to fill orders. The travellers have been off the road for six weeks and no new business is being solicited. Indeed, the store-keepers are coming to the manufacturers for goods, instead of vice versa, as is the normal order of affairs.

This all goes to show that the silk-waist department is assuming a more and more important position in the dry goods store. The retailer may not welcome the change to manufactured garments from piece goods, but his taste does not enter into the matter. The change is coming, and it will not be long before ready-to-wear waists will be on view in every dry goods store that boasts any importance. In the cities they are given commanding positions in the windows, and immense quantities are being sold. Wherever they have been introduced they have been received quite favorably by the public; the congestion of business in the manufactories just now proves that, at least.

In styles there is nothing particularly new. The originals are lasting well. Pin tucking and hemstitching are favorite trimmings. Gold garnitures and military effects are as popular as ever.

The one striking feature is that the only style of silk called for is taffeta. Nothing else will sell. But it must not be too glaze; there is a decided tendency to soft goods. As for colors, there is no great leader. People want odd colors. We might say that the pastel shades are prominent, but that would be doing reds and turquoise blue and other favorites an injustice. Any color seems safe. But the cloths are all plain. Colors must be solid. Nothing fancy is admissible. For Summer wear, white is being called for, but it is usually ivory or cream white, not blue white.

### THE SHIRT WAIST.

Easter season is ushered in without anything startling having transpired in the way of a diversity in styles; immediately the shell is broken we must expect events to take their ordinary course and grow to maturity.

Although many accounts have bought, there are a number who have delayed making their purchases in this line, even up to this late date, and buyers who have placed orders have done so with greater caution this season than any previous year. While not commending those who have abstained from even sampling some lines, we certainly side with the others in their good judgment. The shirt waist is a garment sought after by all classes; and all look for the right style. That is determined by the consumer. Once Dame Fashion has stamped her mark of approval on such, then, and then only, is it time for the buyer to load up.

A waist-buyer for one of the largest departmental stores in the Dominion gives as his opinion that we shall experience

the largest and latest season on record, everything tending to the better class of goods. From a visit paid to the retail trade the consensus of opinion is that the demand will be led with white waists, followed closely by solid colors, in all shades, with a strong leaning towards tan, especially in batiste. The trimmings will regulate the price even more than the actual style. All goods will be muslin, including lawns, Indian lawns and batistes.

Applique will be used on the better class of waists, while insertion will be used entirely on the lower-grade goods. In all cases tucking will form the component part.

The Bishop sleeve with the small band cuff is largely shown, and seems to be one of the features of the season, second only, though, to the long-waisted fronts that the up-to-date waist must have, the demand for which has been created by the straight-front corset.

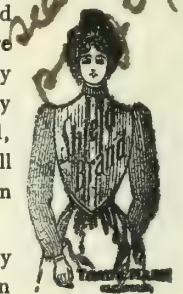
Waists buttoned in the back will be short lined for economical and utility purposes.

The collar of a waist is becoming more and more a secondary consideration, and justly so. As one of the largest retail buyers remarked, "we sell waists, not collars," yet the customer looks for a collar, and the supply must be forthcoming. The general opinion seems to bespeak favor for the straight bander, with slightly rounded corners, for low lines. The Swiss worked edge will be demanded in the better class.

The manufacturers' end of the waist trade seems to be satisfied with the demand up to date. The repeating will be looked after more keenly than heretofore, both by the maker-up, who has stock lines, and by those who make only to order. With the advent of new concerns the Canadian market should see the best that brains and taste can devise.

### WAIST TRADE NOTES.

The New York Silk Waist Manufacturing Co., of Montreal, have recently registered the accompanying trade mark and their goods shall always be known as the "Shield" brand. They will spare no time or money to keep up the high standard and demand their waists have already created on the Canadian market. Their goods are examined by four expert hands before they reach the retailer. They were particularly successful this season in their new material, a clever imitation of taffeta, which wears well and has a fine appearance. These goods can easily be retailed at \$2.50 each.



For Summer, they are preparing for a heavy trade in light flannels, cashmeres and insertion waists. Boleros and taffeta Eton jackets will also appear prominently in their new range of samples. They hope to be able to supply the demand for these goods more quickly than they did that for their Spring waists. They had 35 lines, and, although they were late in getting out samples, they were rushed on each of their lines—and there were 50 colors in each.

It never rains but it pours. The American Silk Waist Manufacturing Co., Montreal, while at their wits' end to meet the demand thrust upon them this Spring have been further hampered by an accident. The ss. Wasser, on which they had a large stock of silks that were to have gone into waists immediately on arrival, met with a misfortune coming out of Liverpool harbor some days ago, and not only was the shipment delayed, but also spoiled for silk-waist purposes. This brought disappointment to many customers who had been promised their goods about April 1. The firm have done their



best to overcome the difficulty. Not caring for cost, they have substituted anything good procurable on the Canadian market. Even then they could not get enough goods of the correct shades. They promise, however, to guard against such a fatality in the future by carrying a stock of silks. This would not be necessary in the United States, where the market is always loaded with piece goods, but here one must wait for three or four weeks for delivery of silks after the order is cabled. For the purpose of stocking supplies, the new factory is being enlarged.

Mr. Carrs states that he will hardly be able to show samples of Summer waists as he is now behind with his Spring orders and repeats are coming in quite rapidly. He notices that the Canadian retailers are beginning to conduct their trade like the American merchants, buying often and in small quantities, in order to be able to always get something new. So they expect the repeat orders to keep them very busy on the waists of heavier silk. The travellers will not go out for sorting-orders until the firm is sure goods can be delivered in 10 or 15 days.

Stewart, Allan & Lemaistre are working on their samples of waists, and trust to have lines to submit to the trade immediately after Easter. It is their intention to make waists from 90c. up, and deal exclusively in novelties, catering to the best trade. Their designer, being resident in New York, they are placed in a position second to none in the Dominion in point of style. As for finish, they can also say something.

Mr. Jacobs, of the New York Silk Waist Manufacturing Co., who recently returned from New York, says we are right up to date here, and if it were not for the high duty our goods

would outsell the American productions in their own stores. He believes the Canadian retailer is getting better value in silk and sateen waists than are our neighbors.

#### A NEW COTTON MILL TO BE ERECTED.

It is generally understood that The Colonial Bleaching and Printing Co. intend to erect a new cotton mill this year. As yet nothing has been given out for publication by the management, but the annual meeting, which is to be held this month, will probably see some action taken upon the matter. The subscribed stock of the company at present is \$500,000; this will likely be doubled. At present The Colonial Co. operate a convertible print mill at St. Henri only, buying their grey cotton. The main object is to make themselves independent by manufacturing their own raw product, but it is not likely that the management will stop here, but rather reach out and in time become a rival of the other big cotton companies. The company have been eminently successful with their prints, and it is only to be expected that they would expand into the production of other lines of cotton.

Shawenegan Falls will likely be the location of the new mill, but there are other places in Quebec that are holding out enticing offers.

Wm. Blockling, manufacturing agent, has moved from the Manchester building and now occupies show rooms in the Nordheimer building, Toronto.

New life has been instilled into The King Shirt Co., of Belleville, and with new capital invested it will in future be known as The King Shirt Co., Limited.

## SPECIAL APRIL OFFERINGS AT CLEARING PRICES.

### Dress Goods:

|                                                     |           |       |
|-----------------------------------------------------|-----------|-------|
| 3401—Fancy in 7 Patterns at                         | - - - - - | 12½c. |
| W10—Plaids in 5 Patterns at                         | - - - - - | 19½c. |
| J22-22-24—Striped and Checked Lustres in 8 Patterns | - - - - - | 25c.  |
| 3393—Fancy Tweeds in 5 Patterns                     | - - - - - | 25c.  |
| B40—Check Tweeds in 5 Patterns at                   | - - - - - | 27½c. |

Please note numbers, and ask travellers to show them, and also some very special lines in higher-priced goods.

### Black Worsted:

|                       |            |             |           |
|-----------------------|------------|-------------|-----------|
| TWILLS—No. 1091 at    | - 90c.     | No. 1109 at | - \$1.25. |
| VENETIANS—No. 1111 at | - \$1.12½. | No. 1112 at | - 1.75.   |

These four numbers we are clearing at special cut prices. Send for samples.

# Knox, Morgan & Co.,

WHOLESALE  
DRY GOODS,

# H

amilton,  
Ont.



## Selling to Wholesale or Retail.

The Question of Going Direct to the Dealer.



CONSIDERABLE interest continues to be taken in dry goods circles in the matter of the three Ontario manufacturing concerns which have decided to go to the retailers direct. THE DRY GOODS REVIEW has had a number of communications on the subject. There appears to be, in some quarters, an impression that what will pay one manufacturer will not pay another, and that

success in going to the retail trade direct depends largely on the class of goods, on the situation of the mill, and to what extent its sales are concentrated within a certain area of country. These are factors which can only be fixed by experience. The most impartial opinion heard expressed was to the effect that each mill knows its own business best, and that an outsider lacks sufficient information to pronounce a final judgment. One authority says the question of the largest domestic concerns going direct to retailers will not be settled for years to come.

### WHOLESALE POINT OF VIEW.

The views of wholesalers on the question are well expressed in the words of a prominent wholesaler, who gave his opinion to a representative of this journal.

"It is only the small mills that are trying to do it," he said, "and I don't think we have anything to fear from them. In two or three cases the mills that are announcing themselves as their own wholesalers are doing it more for advertising purposes than anything else. They are being brought into notice by it more than they ever have been before. In some cases they are mills whose goods the jobbers have ceased to handle. For instance, our buyer of hosiery called on one of their agents and told us that he couldn't do anything with their goods; they were from 10 to 20 per cent. higher than those of the best mills. Why it is that their prices are so high I do not know, but it may be a matter of equipment.

"The buyers, especially merchants in the country, think that, because the mill is selling direct to the trade, they are getting their goods cheaper. It is impossible to sell dry goods at a closer figure than they are now being handled by the wholesale houses. The manufacturers will find in time that it does not help them. Instead of doing business through 20 jobbers they will have thousands of customers to look after. They can do business only through travellers, and in the wholesale business to-day the greatest expense is on the travellers. And their travellers would be a greater expense to them than ours are to us. Our men can carry a great many lines of goods, while their men would only be able to do business in the goods they made. Then, the mills couldn't manufacture goods and ship them immediately. They would have to provide warerooms, and be their own wholesalers, which would be some expense. They wouldn't be able to do any business in their building as we do. We do a great business here, outside of the travellers' work. But visitors to a mill could see nothing but the machinery and samples. Our cus-

tomers come here and look over the stock. If we had only one line of goods they would not be bothered coming, but there are many different classes of goods to see, all, in fact, that they need in their business. The expense connected with their travellers and warehouse would bring up their prices so that they would be at least, equal to, if not higher than ours.

"As to the retailer, he would be worse off. Instead of being able to buy his goods as he needed them he would have to buy a year ahead, or, otherwise, the mills could not supply them to him in time. And how many retailers are there who would care to buy a year ahead? The only way the mills could supply them as they wanted them would be to manufacture a lot of goods the year before, and run a big risk of having a large stock left over. And then the retailer would have to send small orders all over the country, here for one thing, there for another, instead of having only a few accounts.

"But, I don't think the really good mills will go in for that kind of business. This agitation on the part of the mills has occurred in almost every great commercial country. In France, Germany and Great Britain it has ended in the mills going back to the jobbing houses. In England, the Board of Trade went into the matter, and showed the business men by facts and figures that it would be better both for manufacturers and retailers to do business through wholesale houses. One or two large manufacturing concerns in Great Britain have their own wholesale houses, and sell to themselves, but the retailer is not benefited as far as price goes. In the United States they have been trying to do without the wholesaler, but, as yet, the best of the mills will have nothing to do with the movement.

"But, to come back to these mills in Canada; their selling to the retailer will not affect any of the best jobbing houses, and there are no indications that the big manufacturers will try it. Some of the largest manufacturers have had experience in trying to sell to the retail trade, and pronounce it a failure, that is, to do business on a large scale. As I have said, it might be done by a small concern, but if they are to branch out they must have the jobber. Others who have tried it have failed and gone out of the manufacturing business. There is no doubt in my mind that after these mills that are now trying it meet with some experience they will go back to the wholesale houses."

### WHAT THE MILLS SAY.

The Kingston Hosiery Co., Limited, write: "We do not wish to enter into any lengthy controversy at present, nor do we consider it necessary to make an apology or give any reasons for going to the retail trade. Our relations with the wholesale trade have always been of a very pleasant character, and we trust may always continue so. We consider, however, that a business like ours, which has stood the strong competition and business uncertainties for 20 years, whose prosperity and business reputation is second to none, and which has always fulfilled its obligations, has a right to transact its business as it considers best. Mistakes may have been made, and this may be one, but we are willing to assume the responsibility."

The Watson Manufacturing Company, Limited, Paris, write: "Our reason for going to the retail trade is short and sweet, viz.: Through the natural development of trade in Canada business has gradually been drawn away from old methods into new lines. And we believe the time has arrived when it will be to the mutual advantage of the retail merchant

# The 20<sup>th</sup> Century Umbrella Runner Has Produced a Revolution in Umbrella Making!



It Makes an Umbrella

Open Quickly,

Close Quickly and

Sell Quickly!

It moves quickly.

It saves fingers and temper.

The cover cannot cut against the Spring.

It saves your gloves.

Patented in Canada, 1900.

This is what does the trick:



**WE** would specially call your attention to these goods.

The simplicity and strength of our runner are among its best features, and our being able to supply it practically without extra cost ensures an enormous sale.

Once tried, none other will suit.

**BROPHY, CAINS & CO.,**

23 St. Helen Street,

**MONTREAL**

## The Dominion Oil Cloth Company, Limited

**MONTREAL.**

MANUFACTURERS OF

**FLOOR Oil Cloths** 3 Grades.

**STAIR Oil Cloths** Canvas and Painted Back.

**MATS or Rugs** All Sizes.

**TABLE Oil Cloths**

**SHELF Oil Cloths**

**STAIR Oil Cloths** Cotton and Duck Back.

**ENAMELLED and LEATHER CLOTHS.**

Our goods are handled by all the Wholesale Dry Goods Jobbers in the Dominion, and our Spring Patterns are now in their travellers' hands.

Be sure and see our samples before placing any orders for foreign makes.

**SATISFACTION GUARANTEED IN QUALITY AND PRICE.**

**Office and Works, St. Catherine and Parthenais Streets, Montreal.**



and the manufacturer to get into closer relations. The closer the merchant gets to his source of supply the greater are the advantages he has to offer his customers, and from this an increased trade should follow."

#### A MANUFACTURER'S VIEW.

A manufacturer writes THE DRY GOODS REVIEW: "The article in the March number of THE DRY GOODS REVIEW, headed 'Going Direct to the Retail,' will be read with much interest by both manufacturers and retailers.

"Sizing up why manufacturers will more and more extend their business with the retailer, brought some reasons to the mind of the writer. Wholesalers are constantly opposed to the domestic manufacturer, as follows:

"They are free-traders, he is a protectionist.

"They allow no name or mark of identity on goods. He, wishing to build a reputation for his manufactures, gives them a trade mark and name.

"They want lower grades to compete with the other wholesaler. He wishes to improve and advance qualities.

"They visit the foreign manufacturer at their own expense. He is obliged to wait on them at their warehouses. Making a difference of at least three per cent. in cost of selling.

"They will not place orders in Canada until they have visited the foreign markets. Canadian-made articles are imitated by foreign makers to undersell the Canadian article, and are put into competition with the Canadian article by the wholesalers.

"They purchase great lots of foreign-made seconds and imperfects and put them into competition with perfect Canadian goods.

"They push imported goods, probably because of the greater profit to be had on them, and thus class the domestic article as a non-seller.

"They do not originate styles; the retailer does. They are not interested in wearing values. The Canadian manufacturer looks on this as most important.

"Unless a wholesaler is directly interested in manufacturing, he cannot be expected to support Canadian enterprise."

#### A NOTED ENGLISH DRAPER DEAD.

Sir Francis Cook, the head of the drapery firm of Cook & Sons, St. Paul's churchyard, London, and the owner of a priceless collection of art at Doughty House, Richmond, is dead at the age of 84 years.

Sir Francis was created Viscount of Montserrat for his beneficence to the poor of Portugal. His palace at Cintra was only rivalled by his home in the suburbs of London. He was the son of the original founder of the great St. Paul's churchyard firm, which is now in the hands of his own sons, F. L. Cook, M.P., who succeeds him, and Wyndham Cook. Sir Francis gave £40,000 towards the foundation of the Royal College of Music at South Kensington.

Doughty House, Richmond, is famous for its grounds as well as its galleries. As for the art collection, Doughty House is a veritable Pantheon. Corridor after corridor is lined with the canvases of Rembrandt, Rubens, Vandyck, Correggio, Leonardo de Vinci, Titian, Velasquez, Durer, Hogarth, Reynolds and Constable. It is difficult to realize that Doughty House is not one of the most famous continental galleries.

Besides pictures, there are fine sculptures, tapestries, thousands of curiosities centuries old, massive silver crucifixes,

jewelled chalices, an endless collection of ecclesiastical specimens. Sir Francis was a great scholar. As a writer once said of him: Commerce, art, and philanthropy were typified in him.

He attained the pinnacle of success in the one; he encouraged art in a manner second to no other modern patron of genius, and Alexandra House, Kensington, for girl students, is a memorial of his generosity.

#### NEW FLOSS.

A new brand of floss, which is now on the market, called "Orkney" is controlled by Messrs. S. Greenshields, Son & Co., Montreal. In their advertisement on page 47 will be found a drawing of a display which was made with this floss by a leading retail dry goods firm in Montreal, which made a very effective advertisement for the goods. Messrs. S. Greenshields, Son & Co. advise that orders for this brand of floss should be placed at once for Fall, as there is every likelihood of prices advancing. They will be pleased to answer any inquiries in regard to the goods and to give quotations on hearing from any of their friends.

#### WHAT OUR RETAIL READERS ARE DOING.

The Quebec Bank, which brought a claim of \$17,000 against The Cloak Manufacturing Co., of Montreal, has been allowed \$5,050 on a compromise.

Keen buyers who want good values in 25 and 50c. lines of hosiery, gloves and underwear are invited to look at the Brock ad. on page 8. The particulars are decidedly interesting.

On March 3, the death of Mr. David Scott, of Ottawa, occurred. He was for a time a dry goods merchant in Picton, Ont., but left the business and engaged in the banking and afterwards the drug business in Ottawa.

Mr. H. M. Molson, of Gault Brothers, Limited, has just returned from a trip to Europe and all the leading dress-goods centres. He brings back the conviction that the present styles of dress goods will hold for some time yet.

Mr. James McPherson, of the dry goods firm of McPherson & Freeman, Halifax, who has been in business there for 30 years, has retired from the firm on account of ill-health. Mr. W. B. Freeman will continue the business under the style of W. B. Freeman & Co.

The dry goods firm of McLeod & Coote, Vancouver, B.C., has changed its style to J. S. McLeod. Mr. McLeod, the senior member of the firm, has now assumed full control of the business. The firm has moved into larger and better quarters. It employs a staff of 10 to 12 clerks and carries a stock of \$40,000 of dry goods, carpets and housefurnishings.

Webber Bros., of Hamilton, Ont., have found it necessary, on account of the growth of their business, to secure larger premises, and accordingly have moved into a more commodious building. They have added a millinery and a dress-making department to the business, the opening of which, as well as that of the other departments, was an event much appreciated by the ladies of Hamilton.

On March 16 the members and employes of the firm of John Macdonald & Co. gathered in the linen department to make a presentation to Mr. Edward Burns, who has given up his position there to enter an agency business with Mr. J. E. McClung. Mr. Fraser Macdonald, who made the presentation, consisting of a beautiful onyx clock, two bronze statues and an illuminated address, in the course of his remarks referred to Mr. Burns' twenty years' faithful service, and the reward that results from the labors of a faithful employe.

# Fall Samples Now Ready

## OUR SPECIAL VALUES FOR FALL:

Lyons-Dye Habutai, Quality Guaranteed

For 25c. Retail Trade.

27 Inch Lyons-Dye Habutai

For 50c. Retail Trade.

27 Inch and 36 Inch Japan-Dye  
Habutai . . .

For 50c. Retail Trade.

20 Inch Silk Handkerchiefs, - -  
Handsome Initial

For 25c. Retail Trade.

Narrow Border (  $\frac{1}{4}$  Inch and  $\frac{1}{2}$  Inch )  
Handkerchiefs

From 50c. to \$1.00 Retail.

Ties, large variety of style and  
pattern . . .

For Ladies and Children.

Art Embroidery Goods—Cushion  
Tops, Chair Scarfs, Drapes,  
Shawls, Fascinators, etc.

OUR TRAVELLERS now on the Road with Full  
Range of Fall Samples.

# K. ISHIKAWA & CO.

24 Wellington St. West, TORONTO.





## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal.**

# McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL.**

## DEPARTMENTS

Dress Goods

Linings and  
Muslins

Linens . . .

Tréfousse  
Kid Gloves

Smallwares

Rouillon  
Kid Gloves

Silks AND Velvets

Careful attention given to Letter Orders.

TORONTO:

25 COLBORNE STREET.

OTTAWA:

SPARKS ST., Carleton Chambers

WINNIPEG:

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH ST.



# GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

\*\*\* This department is conducted and prepared by Mr. Joseph Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

## AD. CRITICISMS.

### A Windsor, N.S., Merchant Submits Circulars.

A merchant in Windsor, N.S., who is too modest to allow his name to be used, submits some circulars for criticism and furnishes therewith data as to results. In comparison with outlay the returns were certainly gratifying, yet we cannot approve of the work, for this reason: It is done on the mimeograph, and the copies in the critic's hands, at least, are well nigh unreadable. Of course the cost of production was nominal, nor was the distribution an important item of expense. This advertiser must have had better luck in the latter respect than is possible in larger cities. The great trouble in such cases is to get an honest service. In small places, however, better tab on delivery can be kept, and there can be some reasonable assurance that the ads. reached buyers' hands.

\* \* \*

### Offers Firm Their Own Goods.

An instance of the inefficacy of door-to-door distribution in large centres is furnished by the experience of Cook's Flaked Rice Company, of New York City. Hereafter, when that concern want to do any advertising outside the newspapers they will hire detectives to see that the work is properly done.

The firm recently had printed thousands of calendars, and a few Sundays ago advertised for boys to distribute them to the trade, offering \$5 a week for the work. On Monday there was the usual throng of youths all anxious to work. In the crowd were two men, who, with a boy, were engaged. The three took out great loads of the calendars on Monday, Tuesday and Wednesday, reporting with much detail every day how they hung up the calendars in grocery stores, and how glad the dealers were to get them.

\* \* \*

### Rudely Awakened from Dream.

The firm's dream of increased business on account of this mode of advertising was rudely dispelled in a few days, when a milkman drove up with a cartload of milk, which he said consisted of calendars he had offered for sale. These were the identical calendars given to the two men and the boy for distribution.

He had bought them for little money and, noticing the firm's name printed there, thought it would be a grand stroke of business to sell the calendars to the firm at reduced rates. He said he never dreamed the goods had been stolen.

This well authenticated story strikingly exemplifies the uncertainties of advertising outside newspaper publications.

### This Experience Just the Opposite.

The Windsor merchant's experience, however, was diametrically opposite. From the results recorded, it appears that the circulars were not only faithfully distributed, but made buyers of readers. To each circular he attached sample clipping of the goods offered. Of a certain fabric, at 6c. a yard—just half price—our correspondent reports the sale of 1,350 yards from the circular and clipping. One thing we like about the ad., he is candid in stating just why the sacrifice is made.

The ad. reads:

"Only one fault about them. They are too light in color, but there are many purposes for which they can be used"—(which he enumerates).

\* \* \*

That's good advertising. He gained the confidence of the public by the candid admission, and prospective purchasers evidently thought that 6c. a yard off the price of a 12c. quality was ample compensation for the conceded "offness" of color. But, Mr. Advertiser, the critic would suggest that in future your circulars be printed, else typewritten, before being run on mimeograph. Results would doubtless have far exceeded those reported had more been able to decipher the hieroglyphics.

\* \* \*

### A Circular from Alberton, P.E.I.

From Benjamin Rogers, of Alberton, P.E.I., comes a four-page circular which it affords the critic great pleasure to heartily commend. The letter accompanying the ad., written by Fred. L. Rogers, was also interesting enough to print.

\* \* \*

### Fred. L. Rogers' Letter.

Manager "Good Advertising Department"  
DRY GOODS REVIEW, Toronto.

Dear Sir,—As a subscriber to THE REVIEW, and an advertiser in a small way, I have always been much interested in the advertising department of your paper, and have read with a great deal of pleasure the criticisms to be found there from time to time. It has just occurred to me that a criticism of some of my own work might do me good. We are in the general store business, doing a country trade. We advertise in two papers published in the county, and, in addition, generally issue in the Spring a circular, of which the enclosed is a fair sample. This circular is mailed

WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

# CAMPBELL'S

## Linen Threads.

### ON SPOOLS OR IN HANKS.

#### 200 Yds. SPOOLS.

BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also Bleached in 90 and 100

All numbers \$1.00 per dozen.

#### 100 Yds. SPOOLS.

BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

#### 1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

|      |        |      |      |      |      |      |      |      |      |              |
|------|--------|------|------|------|------|------|------|------|------|--------------|
| Nos. | 16     | 18   | 25   | 30   | 35   | 40   | 50   | 60   | 70   | 80           |
|      | \$1 05 | 1 10 | 1 30 | 1 40 | 1 55 | 1.75 | 2 05 | 2 25 | 2 60 | 2 90 per lb. |

#### HANK THREADS.

BLACK, DRABS, W. BRO.

Nos. A or 25 B or 30 C or 35

|                                |      |         |         |
|--------------------------------|------|---------|---------|
| "Royal "                       | 32c. | 35c.    | —       |
| "Bull's Head "                 | 52c. | 58c.    | 65c.    |
| Campbell's "Best" for Tailors. | 90c. | \$1.00. | \$1.10. |

#### CARPET THREAD NO. 1.

Black, Green, Drabs, Dark Drab \$1.00 per lb.

Red, - - - - \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

#### WHITE STAR FLOSS.

\* \*\* \* \* \* or assorted.  
\$1.05 per box.

SOLE AGENTS FOR CANADA

# John Gordon & Son, Montreal.



## GOOD ADVERTISING—Continued.

to about 1,200 homes in the district in which we do business, a correct list of names being, for a slight consideration, furnished by the postmasters. We think the circular pays us quite well, though the writer is conscious of some of its imperfections. I would be glad to have, for the benefit of myself and your other subscribers, a criticism of it, and I promise that its most glaring faults will be guarded against "in our next." Nor will I be annoyed if your criticism is severe. \* \* \* I have never found "cute" advertisements to amount to much as business-bringers. A good, plain business talk, even if it doesn't show much polish, at least shows the reader that the advertiser means business—and that is, at least, one impression made. Trusting that I may have your opinion of this in an early issue, I am, yours very truly,  
February 21, 1901. FRED. L. ROGERS.

The critic was much impressed by this letter, especially those remarks about "cute ads." and "plain business talk." Then, another thing excited our admiration—the absolute fearlessness with which he courted criticism, though admitting he fully realized the imperfections of his work.

## The Circular Criticized.

Now, as to the circular. Its general get-up is excellent. There are only two sizes of type used in headlines and the body of the ad. is set uniformly. The wording is also away ahead of the average and the critic would venture the guess that the writer is a college man. One fault, however, as we see it, is this: There is a tendency to redundancy. More words are used to express the thought than are needed. And whenever you can lop you gain force. For instance, we have gathered TOGETHER. Do they gather APART your way, brother? Then we take exception to remarks of this character: "We ask you to do us the favor of perusing this circular," and others of like ilk. Make the subject matter so interesting that they will have no option. If an author has to implore readers to peruse his book, it can be of little account. It should stand on its merits.

Further on, we run across another instance as cited: "We ask you to call and see us and, if you are in need of any goods, to give us a trial."

## A Word Before we Part.

But, at the conclusion of the circular comes an excellent piece of work, which we take the liberty to reproduce in full and would strongly recommend that our readers pay particular attention to it:

## A WORD BEFORE WE PART I

This is in every sense "THE PEOPLES' STORE." The goods you require, whether it be Dry Goods, Clothing, Groceries, Household, Farm, or Dairy Supplies, are carefully bought, moderately priced, and placed before you on their merits, without any "flourish of trumpets." Our aim is to make all business mutually profitable and satisfactory; and we believe we succeed fairly well. We bought last year a very large quantity of WOOL AND EGGS. Most of these, naturally, were exchanged for merchandise, and the people liked the way we did it. Some merchants place an artificial value on the goods and pretend to give a larger price for the Eggs and Wool. Our plan is to get down to values, give as high a price as possible, and sell in exchange GOODS AT SPOT CASH PRICES. The customer then knows exactly what he is doing, and we attribute our largely-increasing trade in these two commodities to our method of dealing in them. If you haven't sold us Wool or Eggs, try us on a lot and you'll soon be convinced that you are dealing in the right place. No effort will be spared to treat you well and retain your patronage.

Yours very truly,

BENJ. ROGERS.

## AN EXTRA-ORDINARY SALE OF CARPETS.

**Best Lowell Brussels.**  
At 1900 prices, some of the finest, and most of the best. Your neighbor can get one just like this. These are 12 inches wide, and 12 feet long. They are made of the finest wool, and are of the best quality. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

**Other Brussels.**  
—Gentle, at 1900 prices—equally the quality. 12 inches wide, 12 feet long. They are made of the finest wool, and are of the best quality. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

**Large Size Smyrna Rugs.**  
At 1900 prices, heavy weight and durable. If you want something that will last, and that will be a credit to your home, buy a Smyrna rug. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

**Large Rugs for Summer Use.**  
Cotton, linen, and other materials. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

**Fibre Carpets.**  
Made of the finest wool, and are of the best quality. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

**Linoleum and About Half.**  
Bought at 1900 prices, and are of the best quality. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

**English Art Squares—all wool.**  
At 1900 prices, and are of the best quality. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

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**English Art Squares—all wool.**  
At 1900 prices, and are of the best quality. They are sold at 1900 prices. They are sold at 1900 prices. They are sold at 1900 prices.

This is one of the most artistic ads., from a typographical standpoint, the critic has come across in a long time. Everything harmonizes. Much is condensed within a small space, without appearance of crowding. There is little display, yet everything stands out, and the ad. is one that is bound to attract attention from all readers.

## Any Dollar Article In The Seeley Store For 75c, Monday

See Seeley's Suit Special



We're Selling Coats Cheapest

That heading tells the Seeley Store's Monday story. The price of every dollar article in the house will be reduced to 75c. That means more than it suggests at first reading, for a clean, clear reduction of 25 per cent is more unusual than you would believe before considering its broad import. It is far below cost when running expenses are taken into account, and its trade drawing powers should be sufficient to fill this store to overflow with eager buyers. It is entirely different from advertising, too, for a dozen different special reductions, even though those reductions amount to 50 per cent, for 10 instances the items are so varied that you are certain to find several which are of particular interest to you.

**You Can Buy The Following For 75c.**

|                        |                      |
|------------------------|----------------------|
| \$1.00 Fancy Silks     | \$1.00 Underwear     |
| \$1.00 Black Silks     | \$1.00 Undercoats    |
| \$1.00 Black Goods     | \$1.00 White Shirts  |
| \$1.00 Dress Goods     | \$1.00 Black Shirts  |
| \$1.00 Laces and Jutes | \$1.00 Corsets       |
| \$1.00 Dress Trimmings | \$1.00 Pans          |
| \$1.00 Kid Gloves      | \$1.00 Stiffens      |
| \$1.00 Table Linens    | \$1.00 Handkerchiefs |
| \$1.00 Lace Curtains   | \$1.00 Umbrellas     |
| \$1.00 Hosiery         | \$1.00 Embroideries  |

Every Department A Bargain Bed



Our Dress Goods at Less Than Cost

## C. H. Seeley,

THE SHELVES MUST BE CLEARED.

This advertisement is an excellent example of the judicious use of white space. With its small type will be just as effective for display purposes as the biggest and blackest without it. In fact, white space is not wasteful, but economical,

The Colonial  
Bleaching and Printing Co.  
Limited

MONTREAL

FALL PATTERNS READY THIS MONTH

UP-TO-DATE DESIGNS

Get only the **STANDARD BRANDS** of

**Linen Threads**

*Barbour's*      *Finlayson's*      *Knox's*  
*Dunbar's*      *Stewart's*

These have **STOOD** the **TEST** of **YEARS**.

~~~~~  
FRANK & BRYCE, Limited,

TORONTO.

MONTREAL.

QUEBEC.

GOOD ADVERTISING—Continued.

and is so regarded by many of the most up-to-date advertisers.

* * *

A NOVEL ADVERTISEMENT.

MACY'S
6th av., 14th st.

NO AD. TO-DAY.

The Reason:—

As these words roll off the pen the sky is grey and the snow is swirling in swift, aggressive, blizzard style. We front a dilemma. A page ad. is in type—an ad. telling of extraordinary offerings—one of the largest and most popular collections of special values we've presented during recent days. The cost of printing it will run into hundreds of dollars. Should we print it? Should we not print it? The weather makes us hesitate.

The public is directly and vitally concerned in the judicious and economical administration of this business. If it doesn't stop snowing, the personal discomfort of travel will deter thousands from venturing out. And in case the falling flakes are followed by rain and thaw, the resulting drip and slush will have the same effect.

Forecast of the elements does not justify the expenditure necessary to place our budget of merchandise news before you.

But the goods are here, just the same—a series of matchless bargains

No climatic conditions can change that fact. If Monday dawns clear and bright—or if it comes with murk and mud and storm—we have scores and scores of money-saving attractions for all who take our ad. "on trust" and visit the Macy stores.

This interesting announcement, which occupied a space of about six inches, double column, appeared in the New York Sunday papers of February 10 last. If this policy be sound, every store should have a thoroughly equipped weather bureau among its departments. Or, perhaps, the ad. scribe ought to add to his other accomplishments the ability to forecast the weather.

Seriously, apart together from meteorological considerations, would not the experiment above cited be a good policy to make permanent? The Sunday papers are filled to overflowing with all kinds of dry goods ads., from whole pages to single columners, and all between. So that many strong magnets are exerting their drawing power practically in one direction at one time. Why not let the others do the attracting of the crowds on that day, and you get the benefit? Then, the money thus saved spend one day others advertise little, when space in newspapers is cheaper, and a small ad. has more conspicuity than would a big one in the Sunday issues.

Next to this Macy store is a huge building with narrow



Number one Satin Gros Grain Ribbons, $\frac{1}{4}$ inch wide, in every fashionable and desirable shade. To be sold only in the piece. Regular price is 25c.

12 c. the Piece.

Pattern 650—exceptionally fine quality Satin Gros Grain Ribbon, $\frac{1}{2}$ inch wide, full assortment of selected shades. To be sold only in full pieces. Regular price is 35c.

19 c. the Piece.

Still the "Blue Cross" brand, in the wide width, 4 inches—and the most wanted colors. Regular price is 35c. a yard.

19 c. the Yard.

Double-faced Black Satin Ribbon, $4\frac{1}{2}$ inches wide, and sells everywhere at 33c. a yard. As many yards as you want at

19 c. the Yard.

Handsome Hemstitched Satin Taffeta Ribbons; full 6 inches wide, and sell everywhere at 55c. yard—and none more worth it.

29 c. the Yard.

Assortment of four choice effects in Fancy Ribbons, the very newest of this season's patterns and colorings; 5 inches wide. We've been compelled to sell the exact duplicates at 60c. a yard. Choice,

29 c. the Yard.

Passavant's famous Pattern 275 Taffeta Ribbons, that are known the world over; 4 inches wide and in every fashionable shade. The regular price is 25c. a yard.

13 c. the Yard.

The same number and the same width, in the same colors, but 5 inches wide—of which the regular price is 35c. a yard.

19 c. the Yard.

AN EXCELLENT RIBBON AD.

"Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These fabrics include a large range of specialties in Black and Colored Dress Goods, also Venetians, "Pirle Finish," and can only be supplied by

LAW, RUSSELL & CO.,
BRADFORD, ENGLAND.

EVERY YARD IS STAMPED "LAWRUS."

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and the Windsor Hotel, Montreal, in April and May, with a complete line of new styles for Fall, 1901.

Fall Samples, Season 1901, Now on the Road.

DOWN COMFORTERS.
SILK FLOSS COMFORTERS.
COTTON COMFORTERS.

BED PILLOWS
14 different
qualities.



WHITE CUSHIONS
COSIES, Etc.

PRICE LISTS ON APPLICATION.

LETTER ORDERS PROMPTLY ATTENDED TO.

New goods in every department.,

The Toronto Feather & Down Co., Limited

74 KING WEST, TORONTO.

GOOD ADVERTISING—Continued.

frontage. It was lately on the market and was bought in by a cloak manufacturer about to go into the retailing end. The price paid therefor was a fancy one. It seemed, in fact, exorbitant, but the purchaser thought he knew what he was doing, and, in conversation with the writer, gave this reason for considering the purchase a good investment:

"You see," said he, "I am paying so many thousands more than the property would bring in another block, because the location will save me from all expense of advertising. All around me department stores are expending hundreds of thousands of dollars yearly to bring people right to my doors. That enhances the value of my property, and in bidding for it I took that saving into account."

The fact is, Mr. Smith, the cloak manufacturer referred to, doesn't spend a sou markee in printers' ink, yet has his place fairly well filled by people drawn to his locality by Macy, and Hearn, and Rottenberg and scores of other neighboring advertisers. He can stand it as long as they can. Isn't there a lesson to be drawn from this?

HONORED BY HIS FRIENDS.

The popularity of Mr. Geo. Dawson, of the Corticelli Silk Company's Toronto office, was evinced one evening last month, when a number of his friends entertained him at dinner at the National Club, and, taking advantage of the opportunity, they presented him with a handsome gold watch with an engraved inscription, that will for years be a pleasant reminder to the recipient of many close friendships. Mr. Dawson, who for many years has been the Toronto and Hamilton traveller for the Corticelli Silk Company, has gone to Montreal, where he will in future have charge of their office. Mr. Alex. McPherson, manager of the Canadian Rubber Company, presided at the dinner, and Mr. W. R. Milligan, Toronto manager of the Corticelli Silk Company, made the presentation. Messrs. W. M. Grant, Harvey Hall, J. J. Speers, H. H. Beatty and others spoke of Mr. Dawson's business ability and personal magnetism, and prophesied success in his new field. Mr. Dawson was much affected by the general expression of friendship.

"HIP SPRING" CORSETS.

The recent change in corsets from the old curved-front to the new straight-front styles, has undoubtedly been a great boon to women. Probably no garment is receiving more attention, not only of manufacturers and dealers, but the ladies are also giving the matter serious attention. Physical culture has educated the ladies not to confine themselves to a garment in which they cannot find perfect freedom. Messrs. Brush & Co. have, in their B. & C. straight-front "Hip Spring" corset, introduced the most modern improvements. The bust gores extend now to the waist-line, thus eliminating the direct curve under bust existing in the old style, the object being to flatten the abdomen, which this corset successfully accomplishes. A perfectly constructed straight-front corset should not press the figure from the waist line up. It insures perfect freedom, though no pressure over the diaphragm, thus allowing development of muscles, which, in the wearing of many old curved-front corsets, have been wholly destroyed, or remain undeveloped. One of the features of the "Hip Spring" corset is the short back; a straight-front corset naturally throws the figures in an erect form, and when made with a long back has been found uncomfortable. This radical

change in the B. & C. "Hip Spring" is appreciated by those who have tried them. Another excellent feature of the "Hip Spring" is an accentuated waist-line. By its construction a full hip is obtained and a graceful curve, which is not so in the old long-skirted corset, which require gores to give the hips a decided curve, but do not allow the waist-line to be defined to meet the present fashion. Messrs. Brush & Co. are also preparing other new features in corset construction which show the enterprise of this progressive firm.

TAKING ADVANTAGE OF THE PREFERENCE.

The Canadian preferential tariff is bringing about a state of feeling in the Dominion which is not to be wondered at. It appears that, in spite of the machinery in use by the Customs authorities on the other side to guard against German and French goods being smuggled into Canada as British, smuggling is being carried on at an extraordinary rate, the German and French goods being manipulated in London and Manchester, rolled and tied up in British style, and made to resemble the genuine article.

The failure of the Customs authorities to discover this before, has aroused the wrath of the manufacturers of woollen goods on the other side. And this is not surprising when it is remembered that the existence of such a practice raises a system of competition which was never anticipated. The rolling and manipulating of the goods appears to be done by the British houses, who buy the foreign stuff, remove all the tabs and so forth, and stick on their own.

It appears the smuggled goods were first detected in Toronto by a youth employed in one of the departments of an importing house. The Customs are now on the qui vive, and the next case detected will probably mean the seizure and confiscation of the goods forwarded, and a thorough exposure of the smugglers. It is believed that large quantities of goods made in Germany and in France, particularly silk goods, have already got through, but it is difficult to see how foreign silk could be mistaken for the British-made article.—London, Eng., Drapers' Record.

GONE IN SEARCH OF NOVELTIES.

Messrs. Kyle, of Kyle, Cheesbrough & Co., Montreal, are both paying visits to foreign markets in search of novelties for the Summer and Fall trade. Mr. Kyle, Sr., has crossed the ocean, and will spend three months visiting the English and continental markets. Mr. Kyle, Jr., is in New York, and is expected to bring back some new ideas.

THE DRY GOODS REVIEW had a visit a few days ago from Mr. Ralph Frankenburg, a director of Messrs. Isidor Frankenburg, Limited, Manchester, one of the largest manufacturers of waterproof clothing in the world, and specially noted for ladies', men's and children's rubber clothing, being famous for "The Distingue" waterproof, already well known in Canada. Mr. Frankenburg has appointed Messrs. H. L. Smyth & Co. their agents in Canada, and a very nice collection of samples has been got together in the offices of the Canadian agents. This is considered one of the most extensive ranges of these goods shown, being arranged so as to interest buyers in what is being done by high-class manufacturers of rubber clothing. This is Mr. R. Frankenburg's first visit to Canada, and he states that his firm propose to develop the trade with Canada through the wholesale houses.

TOM MURRAY'S

BOOK OF

"BLUE PENCIL ADS"

COPYRIGHTED

They have more than doubled my business in eighteen months

They have made my business (for its age) the greatest success ever known to the Furnishing-goods trade

They have greatly increased the sales of many a merchant who has copied them in the past few months

They will, if you give them a fair trial, prove it is to your interest to use them

As to what these "ads" have done for my business, I respectfully refer you to Wilson Bros., or Cluett-Peabody & Co., Chicago, Ill.

TOM MURRAY

"He Makes Shirts"

128-130-132 Jackson Boulevard

CHICAGO, ILL.

"Not to the Dead One"

If you are not wide-awake, do not waste your "valuable" time reading this

Some eighteen months ago I was struggling hard with a small Retail Furnishing-goods business. After paying rent, three clerks, cashier, and a boy, there was not much left to pay myself. About that time I found the "panic" had not knocked out all of my brains, and from a small business, I now employ ten to fifteen salesmen, same cashier, and two boys. I can only attribute this success to "Blue Pencil Ads." Anything that happened to come into my head, and wishing to say it to the public, I commenced writing it on sheets of large letter paper, or half-size of sheet, using a carpenter's blue pencil, pasting them on the inside of my show-windows. The results have been something wonderful. I find if you can amuse the "public," you can get their money.

These slips, oddly worded, will sell more goods in two windows, than ten windows handsomely trimmed without them. A great many merchants who have had the opportunity of reading these window "ads" have copied them, and found more than satisfactory results—a large increase in their business.

After having many inquiries for these slips, when through with them in my own windows, and being obliged to refuse, as I save them, I decided to issue a book of five hundred "ads," exactly the same as I have used in my own windows in the past year and a half. They can be used by any merchant, in any line of business, making slight changes, often only changing the name at the bottom of the "ad." Many a smart, wide-awake merchant can not write an "ad." This book will give you new ideas.

Newly-made customers often tell me reading the window "ads" first made them trade with me. They read them daily, same as their morning papers. This style of advertising will never die out in my business, and will not die out with any merchant who adopts it. The book will be sold to but one merchant in each city or town. A good many merchants who have been copying these "ads" have already booked their orders.

If you are a "little bit" interested, investigate. Look up the references. On receipt of five dollars (\$5.00), the book of five hundred "ads" will be mailed to you, providing it has not already been booked for some one of your competitors. Book will not be sold to any one of a chain of stores in different cities unless ordered for each store.

Yours very truly,

TOM MURRAY

WESTERN TRADE IN GOOD SHAPE.

Recent Conditions Favor the Dry Goods Trade—Spring Millinery Opening.

From THE DRY GOODS REVIEW's special correspondent.

WINNIPEG, March 20, 1901.

THE extremely fine weather of the past 10 days has caused an increased activity in trade, so that, up to date, the business of March, 1901, has equalled that of March, 1900. The business of January and February fell very much behind the trade of the corresponding months last year, as was, of course, expected as soon as the crop returns were fully known. The class of goods being sold by dry goods houses is principally staples. From orders received, it would appear that many country merchants have allowed their stocks of staples to run very low, and are now buying actual necessities. So far, the weather has been all that could be desired; the heavy snowfall is being gradually melted by a strong March sun. This year, there can be no fear of a drought, and, should the seed-time be favorable, it will, no doubt, lead to very considerably-increased business for May and June. In Alberta and Saskatchewan, the range cattle have wintered remarkably well, so that things look quite bright in that section.

The amount of building projected for the coming season is enormous, and many of the buildings are being got under way already by the clearing of the ground of old buildings. The general outlook of trade is, therefore, distinctly good, and, if the harvest of 1901 is abundant and successfully harvested, Manitoba and the West will be all right.

MILLINERY OPENINGS.

The D. McCall Co. held their usual opening on the Tuesday, Wednesday and Thursday of last week. There was a large attendance of milliners from outside points. Mr. White, manager of McCall's at Winnipeg, reports a larger business than any previous season. The ready-to-wear goods shown by this house were commented upon in these pages before, so that it was the styles, colors and effects in trimmed goods to which your correspondent gave special attention. Whether the recent heavy mourning for the Queen is answerable for it or not, decidedly the handsomest hats at this opening were black, and all black, with the single exception of here and there a cluster of black roses with natural centres. Following the black came handsome combinations of purple, helio and white, relieved by touches of gold, delicate French greys and olympia greens. There are no startling combinations of color—all shading is harmonious.

STYLES.

There seems to be really but two styles in trimmed goods, plaques and toques, but there are very many modifications of these shapes. The plaques are large, raised from the face with a bandeaux, and have wide brims filled in with full soft facings of exquisitely pleated chiffon and mechlin. The

crowns are low, and in many cases entirely hidden by the draping of chiffon or mechlin, in the shape of a series of circular frills edged with velvet baby ribbon. All plaque shapes fit in closely to the hair at the back, and many of them have long mechlin or ribbon scarves coming from the back and knotted loosely under the chin and falling almost to the knees. Very little trimming is used, with the exception of the draping of the crown, and usually takes the form of pom-poms, one or two large roses or a cluster of ragged chrysanthemums. In toques, the brims are all draped with tulle, which is again shrouded in tinselled or sequined gauze. The majority of toques have a slightly pointed dip over the face and are trimmed with a square effect close to the hair at the back. In many cases the crowns of toques are composed of a soft twelve-loop bow of wide ribbon, the loops radiating from the centre to the edge and obliterating a distinction between crown and brim. The centre of this bow is clasped with a long narrow buckle reaching almost the entire length of the hat. Many crowns are also made of delicately tinted foliage; others again of close alternate folds of mechlin and ribbon.

A very large proportion of the hats shown by this house are entirely hand-made, but they also show a fine line of straw braids veiled in mousseline-de-soie, hair braids and Japanese straws. Another dainty effect is a line frill of lace set between rows of straw.

At the end of their three days' opening this house had not a single pattern hat left on their tables, and declared that they could have sold many more of the handsome black plaques had they only had them on hand.

NOTES.

There are quite a number of changes in the personnel of the various retail millinery staffs of the city.

Miss Lizzie Baldwin, who has for many years been head saleswoman with Turner & Co., is taking charge of the new millinery department being opened by the Imperial Dry Goods Co.

Miss Dingwall, who for the past two seasons has presided over the showrooms of J. Robinson & Co., has taken a position in Hamilton, her old home, and Miss McGregor, of Hamilton, Ont., assumes Miss Dingwall's position here.

A. F. Banfield & Co. have purchased and moved into the large stone building just south of their old premises on Main street, and are having the place very handsomely fitted with the very latest improvements in carpet warehouses.

During the past week this house paid in Customs duties on their Spring stock of imported housefurnishings over \$5,300.

E. C. H.

By the number of wholesale houses cultivating a letter-order business, it is evident that this method has good results. One of the houses making a specialty of this is that of W. E. Chalcraft & Co., who have added to their staff a young man to look after this branch of the business alone, so that orders may receive the most prompt attention.

The Underwear Buyer

who does not investigate the DR. DEIMEL underwear and its advantages to his department is missing a most valuable opportunity. While you are in this market call and we shall be pleased to go over the subject with you.



UNDER OUR UNIFORM PRICE LIST A FAIRLY REPRESENTATIVE LINE DOES NOT REQUIRE A LARGE INVESTMENT.

Investigate the matter at once before your neighbor forestalls you.

Sole Manufacturers,



The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

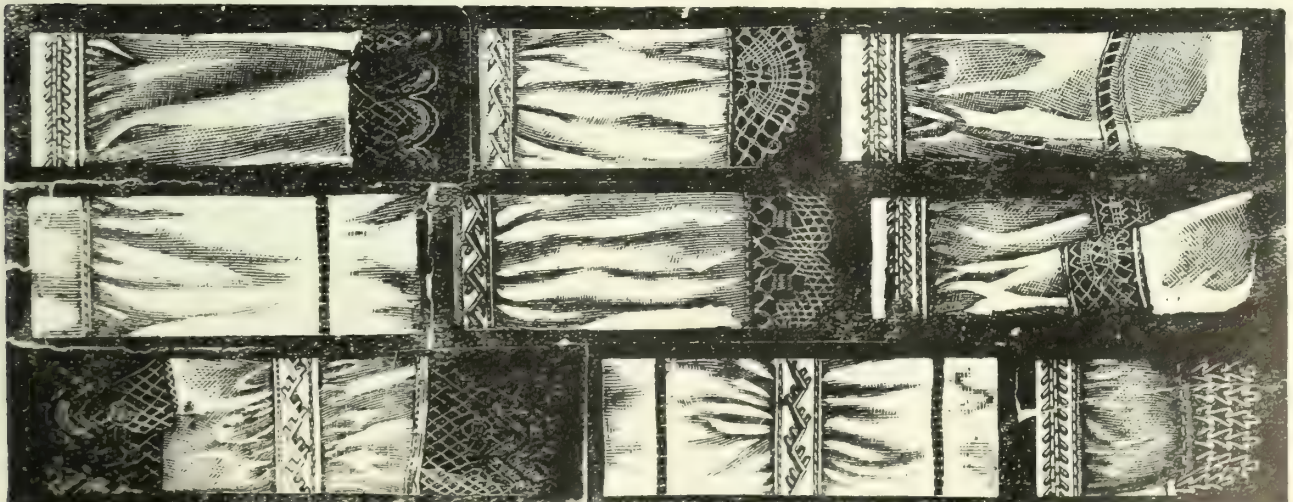
LONDON, E.C.,
10-12 Broad St.

MONTREAL, CANADA.

“PLANTAGENET” FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE “PLANTAGENET” GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

THE NEOSTYLE DUPLICATORS

Print from 100 to 5,000 original hand and typewritten circulars, at less cost than printing. ❀ ❀ ❀ ❀ ❀

WRITE FOR FULL PARTICULARS.

Rebuilt Typewriters at from \$15.⁰⁰ to \$50.⁰⁰ All Makes

Typewriters Rented—\$2.50 to \$5.00 per month.

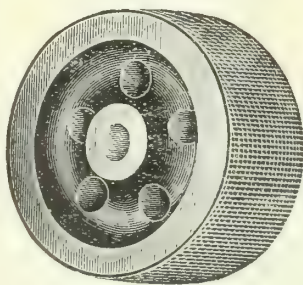
Repairing on all makes a specialty. Write for prices.

CREELMAN BRO'S TYPEWRITER CO.

Sole Dealers in
Underwood Typewriters.

15 Adelaide St. East,	-	-	TORONTO.
97 St. Francois Xavier St.,	-	-	MONTREAL.
28 King St. West,	-	-	HAMILTON.
Temple Building	-	-	LONDON.

How to Prevent a Belt from Slipping.



A BELT WILL LAST TWICE AS LONG

If our Pulley Covering is used, as thousands of manufacturers using leather belts for the transmission of power experience annoyance and trouble with slipping belts, from which arise many losses, such as time, power, etc.

No doubt you have tried many preparations, but the "**Vacuum Cement and Pulley Covering**" will prevent all belts from slipping, being free from all harmful ingredients. It will put your belts in better condition and keep them so, help them to do the proper work, as no other dressings or coverings ever invented have done before.

"**The Vacuum Cement and Pulley Covering**" is not the cheapest, but the best. It allows the use of a much slacker belt than usual; this slackness prevents belt strains, as well as strains on the machinery. The covering may be applied to any pulley, iron or wood, and is guaranteed for five years. We furnish the material, and the work can be done right in your own shop. We invite your careful investigation.

Write for full particulars.

The Vacuum Cement & Pulley Covering Co.,

Main Office, 1493 Third Ave.,

NEW YORK.

Wreyford & Co.

Wholesale Men's Furnishers
and Manufacturers' Agents

ROMAIN BUILDING, TORONTO.

APRIL 1st, 1901.

We have now received full ranges for Fall and Winter from following English manufacturers:

Young & Rochester

SHIRTS, COLLARS, NECKWEAR,
Dressing Gowns, Steamer Rugs.

LEADING LINES STOCKED IN TORONTO.

Tress & Co.

HIGH-CLASS

HATS and CAPS

Latest styles—unequalled value. See our "Wyvern" Brand.

H. G. Porter & Co.

Best selected range of Fancy Suitings for Gentlemen being shown in Canada this season. Specialties in suitings for Ladies' Tailors.

Our Travellers will call on you by appointment.

THE ANGLO-SCOTIAN MILLS, LIMITED

BEESTON, NOTTS, ENG.

LACE CURTAINS

(NEW DESIGNS)

LACE NETS

(A SPECIALITY)

SHAWLS

(IN FINEST MATERIALS)

HOSIERY

(IN VARIETY)

REPRESENTATIVE:

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207 MCKINNON BUILDING
TORONTO



NEW EFFECTS.

Straight Front.

Short Back.

Short Skirt.

Graceful Curved Hip.

Low Waist Line.

This Corset is especially adapted for medium stout figures. Made in Drab or White Cloth. Sizes, 18 to 30. SAMPLE ORDERS SOLICITED.

Manufactured only by

Brush & Co., Toronto.

"DO IT NOW"

Don't put off getting your store fitted through with up-to-date fixtures. The expense is trifling compared with the increased business you will do by keeping abreast of the times.

Let us send you one of our

ELEGANT WINDOW FIXTURES,
AN OVER COUNTER FIXTURE

Or some of our latest improved HAT, GLOVE, COLLAR, TIE or BOOT STANDS. You will be pleased, and we know that a trial order will bring us a permanent customer. "Anything you can sketch" we can make. WRITE NOW for Descriptive Catalogue.

The Toronto Brass Mfg. Co.

91-95 Richmond St. West, - TORONTO, ONT.



THE "Cravenette" TM STAMP
(Registered Trade Mark)

English Rain Coatings

For Men and Women.



**SHOWER-PROOF, PERFECTLY POROUS TO THE
AIR, NO RUBBER, NO PERSPIRATION.**

None genuine without the "**Cravenette**" stamp on the cloth. Every garment should have a "**Cravenette**" silk label, which will be supplied by the selling agents.

"**Cravenettes**" come in
Coverts for Men and Women

And for Women only in ———

Cheviots, Imperials, Whipcords, etc.

Suitable for wear in sunshine or rain, as the Proofing does not in any way alter the appearance of the Cloth.



S. Greenshields, Son & Co.

Sole Selling Agents for Canada.

Montreal and Vancouver.



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, APRIL, 1901.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

INSOLVENCY LAW POSTPONED.

FOR the first time in some years, we have now a definite idea of how the Dominion Government feel on the question of insolvency legislation.

The report laid before the council of the Montreal Board of Trade by Mr. Robert Munro, from the insolvency committee, lets in some light on the Government's intentions. He had an interview with the Minister of Justice (Hon. David Mills), who said that the subject of insolvency was under consideration by the Ministers.

Apparently, the wish of the Federal authorities is that the Provincial laws shall be brought to embody all the reforms demanded by the commercial interests. The removal of preferences in Nova Scotia, for instance, which is one of the reforms demanded by the trade, will be sought by Provincial legislation first. If the Nova Scotian Legislature does not see its way to modify the present law, then the Dominion Government will consider the wisdom of enacting a Federal law, dealing, we infer, only with this phase of the question. But no promise is made that anything will be done this session of Parliament.

We are sorry the Government cannot carry out the wishes of the commercial interests in this matter during the present year. A general Dominion law is preferable to Provincial enactments. The time to pass one could easily enough be secured by squeezing out pro Boer resolutions and other political "tommy-rot" by which the time of our Parliament is so much wasted.

DON'T BUY THESE COATS.

SOME Canadian waterproof manufacturers who have hitherto refrained from entering zealously into the manufacture of the lowest grades of coats, considering such goods to be unsatisfactory to manufacturer, wholesaler, retailer and weaver alike, have been compelled by the force of circumstances to branch out into this department this Spring, and are now offering "trash" at \$2. We term these coats advisedly, for the manufacturers wish it to be distinctly understood that they are not guaranteed. In fact, they assert most positively that they will not be satisfactory, and would strongly advise their customers not to buy them.

But, as there are merchants in the country who will have these goods, if not from Canadians, then from Americans, our manufacturers have been compelled to go into this business to preserve their connection with the trade. Moreover, the low-grade American goods have kept the Canadian manufacturers from selling what they call their cheapest coats, which are fairly decent stuff. So, they have decided to prove to the trade that "trash" can be made in Canada as well as in the United States.

Anyone knows that it is unreasonable to expect a reliable waterproof coat for \$2. The material used in such garments is such that it will fade wherever water strikes it—and that in the very first rainstorm. Can any merchant expect to satisfy his customers with such stuff? We are informed by a reliable authority that in rubbering the cotton for these cheap articles, instead of mixing 10 lb. of pure Para with 60 lb. of compound, the manufacturer uses only 1 lb. of "nigger head," the commonest rubber procurable. This does not make it waterproof; we presume it is to give the stuff a "rubber smell." The make-up is poor in the extreme, only sewn seams being provided. There is only one breast-pocket on the inside, and the coat is only 50 inches long. Fit is hardly thought of.

There are numerous merchants in the country who will not handle these goods, and for a good reason. These retailers will remember in this connection cheap coats dumped by Americans on this market three or four years ago and bought at \$1.75. There are still quite a number of these unsalable articles lying around retail stores.

Dealers cannot expect to get a respectable, reliable waterproof coat under \$2.75 or \$3. This price is about 50c. lower than last year, on account of the demoralized condition of the waterproof market in the United States. Values in all lines have dropped, the decline amounting on some high-class coats to \$2 to \$3.

WOOLLEN DUTIES IN CANADA.

COMPLAINT is made by The St. John Globe that our advocacy of the Canadian woollen industry is Protectionist argument. In point of fact our argument was that the rate of duty should be fixed without reference to either Free Trade or Protection.

This is entirely a business question. If the Canadian woollen mills cannot keep in full operation, owing to low duties on imported stuff, then we claim that the Canadian people would suffer more in the long run from the closing down of an industry than by a higher rate of duty. This is no theory. It is purely a matter of figures. Manufacturing industries fostered by moderate protective duties bring a country a return which can be expressed in dollars and cents. Every modern economist, including John Stuart Mill, admits this.

If the duties are placed too high then the consumer suffers. It is the task of Parliament to figure the whole thing out and say how high the duties should be. The editor of The St. John Globe (Senator Ellis) is a member of Parliament, and, we frankly admit, a very able and honest one. We feel sure, if the rate of duty on woollens were left to him, he would go into the figures on both sides of the ledger, and would decide the question on that basis, not on any theory.

In settling any rate of duty in Canada we always keep in mind the fact that our revenue is chiefly from the tariff. No one proposes a different method. There is, therefore, bound to be incidental protection. When Mr. Alexander Mackenzie was Premier the tariff was $17\frac{1}{2}$ per cent. and he went out of office sooner than increase it. We do not believe that the present Government, or any other Government, will ever show the same sturdy resistance to popular demands.

The present Government, if not convinced now, will be later on, when an era of duller trade sets in. They are right to maintain the preferential tariff, but the encouragement to British woollens under it should be on high-class stuffs, not on shoddy.

INSOLVENCY LAWS IN BRITISH COLUMBIA.

THE Victoria and Vancouver Boards of Trade have been conferring on the question of joint action in securing insolvency legislation. The delay in getting a federal Act from the Parliament at Ottawa is leading to a demand for Provincial legislation. Drafts of bills drawn up in 1899 as the basis of a creditor's relief Act and an assignment Act are being pressed upon the Government, which is being asked to take action this session.

The gentlemen who are interesting themselves in this question are to be commended, since, if we cannot get a Dominion law, improvements of the Provincial laws should be sought.

At the same time, it strikes us as very strange that the Dominion Parliament should be so slow to legislate on a subject in which full jurisdiction is expressly conferred upon the central authorities by the constitution of Canada adopted in 1867. Usually, in matters of this sort the Dominion authorities

are exceedingly jealous of encroachment by Provincial measures. They will disallow Provincial laws without hesitation if invasion of federal power is involved. In insolvency matters they seem rather to welcome Provincial interference. Why is this thus?

DUTY ON AMERICAN SILVER.

How many merchants know there is a duty on United States silver brought into Canada? The other day a reader complained to us that a letter containing 45c. sent to him from the United States, securely fixed in a coin card, was detained at the post office. The authorities asked him to open it in their presence and promptly charged him 9c. duty. It appears that a duty of 20 per cent. is levied on American silver. In the free list of our tariff it is provided that "coins, gold and silver, except United States silver coins," shall come in free. This exception throws them into the "list of unenumerated articles," the rate on which is 20 per cent. Apparently, therefore, travellers from the United States who come in with silver money in their pockets are smuggling! If anyone wants to turn informer on a railway train crossing the border he can have a great time! We raise no objection to a duty on American silver brought in in bulk, but when it comes to levying 9c. on the sum of 45c. in a closed letter we think it a pretty small piece of business.

THE CANADIAN COTTON MARKETS.

OWING to the somewhat unsatisfactory character of the United States cotton market, there is a certain element of doubt about the future of Canadian cotton fabrics. We hear of no change of importance in prices, nor do large buyers expect any in the near future. Two lines of domests are down $\frac{1}{2}$ c. a yard in price, but this is described as not due to any general decline in the local cotton market, but to the competition these goods are subjected to by low union flannels. To meet this the new price has been made. We hear also of a new line of Canadian flannelettes, 23-in. goods, which are offered for the Fall trade at the low figure of 4c. It remains to be seen what can be done with so narrow a width, even at the price named.

A large staple buyer expresses the opinion that the fall in the price of raw cotton is not likely to affect prices of the made fabric unless the price falls lower still, say to $6\frac{3}{4}$ c. He argues that the mills in this country never paid the top price of 11c. for raw cotton, if they ever paid as high as 10c. In this connection, the cautious policy pursued by the Canadian mills is well illustrated by the statement made to his shareholders recently by Mr. Parks, who pointed out that when raw cotton was very low large purchases could not conveniently be made, and, when the price advanced to startling figures, the mills had either to make at a loss or close down, the latter policy being deemed the wisest.

More trouble between the masters and operatives in the English cotton trade is expected. A period of trade activity

has been followed by a reaction, accelerated by the high prices of raw cotton and other materials, a poor demand from India and an almost complete stoppage of buying from China. The Lancashire spinners and weavers have held out longer than their rivals in the United States or on the continent, but the rapid closing down of the mills shows their turn is coming, and, as the American crop is likely to be insufficient, even for the reduced consumption, there is not much prospect of low-level quotations for raw cotton to invigorate the demand for yarn and cloth. If some agreement whereby wages may be adjusted according to the state of trade is not soon concluded, declining profits will force the masters to reduce wages.

Linen prices continue on a firm basis, there having been an advance of 10 per cent. during the past month, while Belfast advices indicate that they may go higher yet owing to the scarcity of flax.

NO TARIFF CHANGES.

Not to change the tariff often is good policy. But if general grievances exist changes should be made. We like Mr. Fielding's idea of not "tinkering" at the tariff, provided always that he is doing no industry or line of business an injury. We cannot see the force of this argument: "We believe in stability of tariff, and for this reason do not propose to remedy any injustice in detail for the present." That is not a business man's argument. If, for example, there is really no ground for an increase in the duties on woollens, then the Government should say so, and stick to it. But the charge brought against all politicians is that if squeezed hard enough they will yield. The ultimate issue—during the next two years—of this demand for heavier duties on woollens will be watched with interest. Will the Government yield in 1902 or 1903 what they refuse in 1901?

A MORAL IN COTTONS.

It must be said for the cotton companies that they are not slow to hold their own market. True, they have a protective tariff to assist them in doing so, but this is not in itself effectual to keep out all imported stuff.

A case in point is a new line of indigo shirtings which has lately been put on this market by one of our mills. A good many orders were placed by western buyers for a line of American shirtings handled in Detroit, and from there capturing quite a slice of the business in this particular class of goods. This came to the notice of the Canadian trade.

Being desirous of holding the trade and staving off this unwelcome competition, a Canadian mill has turned out a line of 30-in. goods, indigo dye, in stripes and checks, which can be sold retail at 12½c. at a profit. Some good retail orders have been placed with jobbers for the line, and it is believed that the competition had been disposed of.

We are disposed to look upon this as a piece of enterprise and alertness on the part of the manufacturer, and chronicle it for that reason.

TO TAX DEPARTMENT STORES.

THE Quebec Legislature has passed the Bill giving the municipality power to tax department stores in proportion to their privileges. The stores themselves do not appear to be greatly concerned about the new law, probably because the constitutionality of the measure may yet have to be determined by the courts before it can be applied, and probably, also, because it may be an easier matter to fight in the municipal council than before a Legislative committee.

The daily papers in Montreal will, of course, oppose the carrying out of the law. Their arguments may be sound. Unfortunately they are open to the charge of being interested parties, since the patronage bestowed upon the daily press by department stores exceeds anything known in the annals of advertising. In fact, without the immense advertisements of department stores the modern big daily newspapers could not live. This is not true to anything like the same extent of any other class of publication.

We have always felt that this question of taxation implies so many difficulties—injustices to one set of merchants while doing justice to another—that perhaps as good a method, if not the best method, of dealing with the subject would be to pass laws making illegal any practices that give undue advantages to big stores. For instance, complaints are sometimes made of misrepresentations in advertisements. The German law on this is very strict. A German merchant is not allowed to say that he is selling goods at less than cost unless he is actually doing so. He cannot advertise a fire sale at slaughter prices unless he has had a fire and is really slaughtering.

Much trade is unfairly taken away from the local merchant. The consumer is made to think that he can get "bargains" in every line by simply going into the nearest city. How does he get this idea? In point of fact it pays the consumer in a town to buy at home year in and year out. We imagine that penalties for untrue statements made in advertising would do much to cure the evil.

As to the question of taxation dealt with by this new law of the Quebec Legislature, it is complicated and may prove unworkable. The simpler your remedy for an evil the easier it can be applied. In the Province of Ontario proposals to tax departmental stores still hang fire. The Taxation Commission which has been sitting taking evidence has not yet reported. The politicians are apparently in no hurry.

THE GOSPEL OF ENERGY.

At a meeting of the Toronto Board of Trade, held a few evenings ago to consider the development of New Ontario, one of the speakers, Mr. W. H. Hoyle, M.P.P., gave utterance to a principle that one does not often hear from politicians, and particularly when they are members of Legislative bodies. It was none other than advice to the business men present that, if they wanted to secure the development of New Ontario, they were not to put "their faith in Legislators, but in their own energy and enterprise."

This is the gospel THE DRY GOODS REVIEW has been preaching for some time.

WINDOW AND STORE DECORATING

Conducted for *THE REVIEW* by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

SHOW WINDOWS AS ADVERTISERS.

AT the present day we find that window trimming has become the main factor in retail trade, and, in fact, plays the most important part throughout the mercantile world, placing itself before such a strong competitor as newspaper advertising and all other means of winning trade.

What better evidence of its merits do we need, and the benefits derived from it, than the fact that it is not only being practised by retailers, but is taking a strong hold on the wholesalers, the latter offering cash prizes to the trimmer for the best display of their goods, they having found that money expended in this way brings better results?

No doubt all this has been brought about by the efforts of the trimmer. Not many years ago retail merchants depended upon the quality and price of articles to sell them, entirely disregarding their show windows, the best and most direct medium to connect with the people.

But that custom has heard its death-knell sounded in every part of the world. Even the country merchant now wants the expert to create the impression that wins half the trade for him, thereby giving the establishment an up-to-date and progressive appearance, which even the unobservant eye will appreciate, bringing within the doors trade which, no doubt, otherwise, would go elsewhere.

No matter how fine the quality of the goods may be, they lose half their value if not displayed properly.

It is only after many years of hard labor and study on the part of the leading window-trimmers that the present day successes have been accomplished, and, on comparing the art with other professions in life, we find that it is one of the few hard to master, as it requires so much rare judgment, natural taste, and is surrounded by such trying circumstances.

There are constantly new difficulties to overcome, and unless it is a gift of nature, and one makes it a life study, the chances of success are slim. The methods to be followed in the trimming of a window should be left entirely to the trimmer, after he has attained the necessary qualifications, thus giving the position its due importance and responsibility.

WINDOWS FOR JUST NOW.

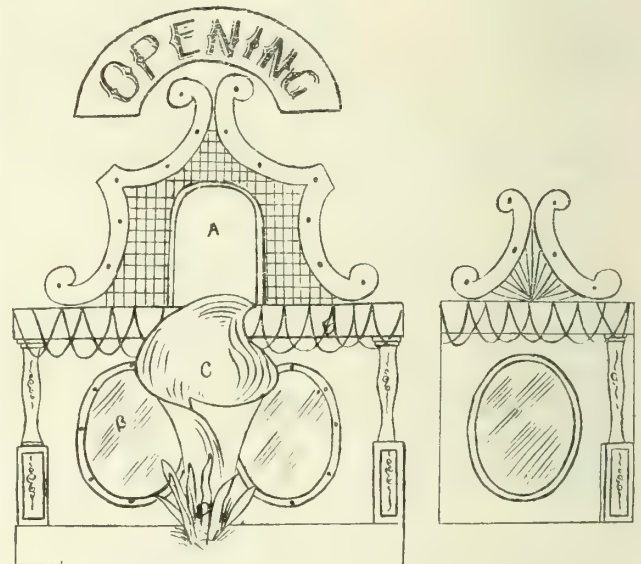
As *THE REVIEW* will reach its readers early in April, we offer a few good suggestions which will not require much time to prepare and will be found suitable for Easter trims.

The drawing No. 1 illustrates the method of making a good centrepiece for almost any kind of Easter window.

THE CALLA LILY.—The calla is a beautiful lily and is used profusely for Easter decorations. It is quite easily made in any desired size, viz.: Take an oblong sheet of cardboard (or strip of felt paper) and bend it over to form a sort of cornucopia, fasten the curled edges with glue or brass paper fasteners, and then form the projecting corner into a curled position like the end of a natural lily. This may be quickly done by rolling it with your fingers.

A single yellow stamen, rather thick, must project from the centre, rising above the edges of the leaf.

Now fasten on the stem and the lily is complete. Large sizes should be covered with cheesecloth shirred. In small, natural-sized lilies the cardboard is a good representation of the natural lily.



1. Lily Emblem for Easter or Millinery Window.
Designed by Mr. Skinner, of Messrs. J. D. Rankin & Co., Brandon, Man.

Good effects are obtained by placing these artificial lilies in jardiniere pots, as they appear more natural when shown in this way. To complete the plant leaves must be made. These can be cut from green cardboard.

FLORAL EMBLEMS.

The cross is the principal emblem of Easter, and is used in connection with many displays, being suitable for any line of merchandise.

To be most effective it must be a floral cross, and may be formed from natural or artificial flowers. However, natural flowers are so scarce in most towns, and artificial ones so inexpensive, that the latter are most considered.

Of these, violets are easily procurable and are pretty and appropriate. Festoons or bunches of them always brighten a display. Such set pieces as the cross, crown, star, the "gates ajar" may be covered with masses of greenery or mixed flowers, in which the tint of the violets predominates, and the purity of the Easter or calla lily affords a soothing relief.

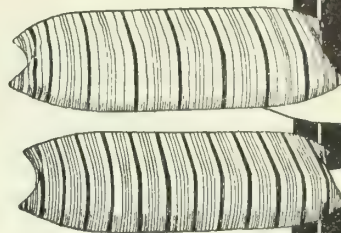


1901
Puritas

You would make a mistake, Sir, to leave your Wholesale House the choice of your brand of Wadded Comforters. Unless you specify "Puritas," and insist on getting "Puritas" Comforters, they may send you an imported line that will not sell nearly as well. "Puritas" stands for purity—it means pure, white, fluffy Cotton Batting inside—it means dainty, bright colorings outside.

It is by long odds the favorite brand in Canada.

Bedpillows



For Spring of

1901

We are showing twelve grades of handsome Bed Pillows, ranging from \$9.00 per dozen pairs upwards.

May we submit samples to you?



ALASKA BRAND
ODORLESS
FEATHERS

cut Book 4 Page 4
The ALASKA FEATHER & DOWN CO., Limited

301 St. James Street, Corner Victoria Square,

MONTREAL.

Phillips' Illuminated

The best show case that money and skill can produce.

Silent Salesman
TRADE MARK

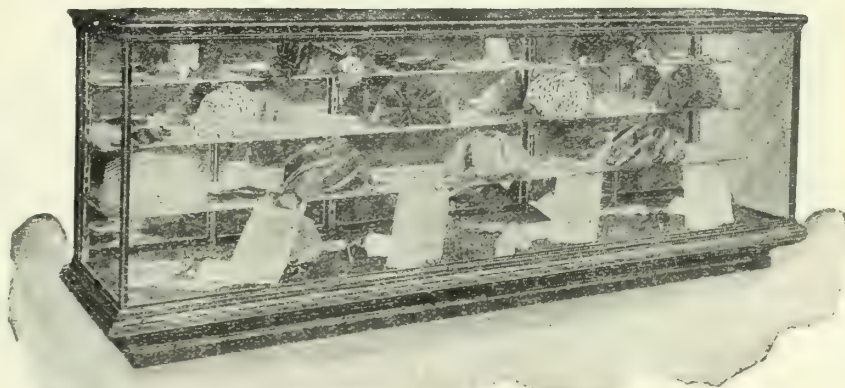
Our cases are made by skilled workmen.

We use the best English glass obtainable.

We know what is required in a show case and build it accordingly.

We offer you the best show case made—at a reasonable price.

We have a circular that tells all about our patent lighting device. Send for one if interested.



Lighting Device Patented in the U. S., Oct. 10, 1899 and Jan. 1901.
Patented in Canada, Jan. 4, 1900.
JOHN PETZ PATENTEE.

John Phillips & Co., Limited, Detroit, Mich.

ESTABLISHED 1864.

Reference—CHANDLER & MASSEY, Limited,
Toronto and Montreal.

Canadian Branch: WINDSOR, ONT.

WINDOW DECORATING—Continued.**ELECTRICAL DISPLAYS.**

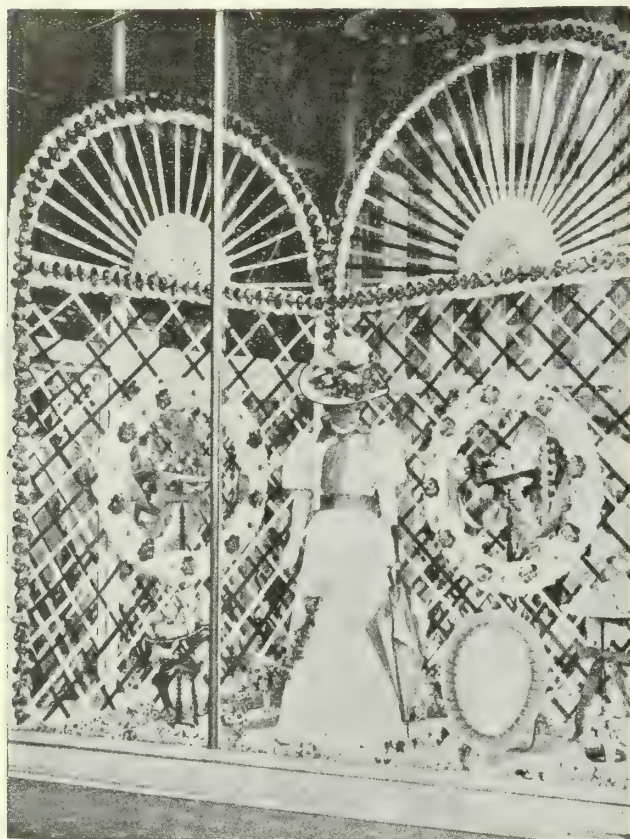
In future editions of *THE REVIEW* I will endeavor to explain electric wiring and electrical effects for window work.

While I do not profess to be an electrician, I can explain what little I do know about it for the benefit of our readers, who are, perhaps, contemplating electric effects. Any person with any intelligence whatever can do simple wiring with a few explanations from one familiar with the subject. It is very fascinating work, and sure to prove interesting and beneficial to any trimmer, besides, every trimmer should know something about his window lights.

Colored electric lights throughout the Easter trims heighten the effects greatly.

HOW TO MAKE COLORED LIGHTS.

As these colored lights are expensive, the following formulæ will explain how to color electric lamps, thereby



No. 2. Easter Millinery.

saving a big part of expense: Take a little white shellac, thin it down with alcohol, and by dipping the bulb in this it produces a splendid imitation of frosted glass when a clear white light is required. Care must be taken to have the shellac very thin, otherwise it will not run smooth.

If you wish to use purple, green, red, blue, etc., buy a package of "Diamond Dye" of the color required, dissolve it in wood alcohol and pour it into the shellac. By using this or any other transparent coloring, a vast number of beautiful tints can be made that will blend with your color scheme.

Another good coloring is egg dye treated in like manner. To go about it properly and to get the best results, after preparing your shellac, pour it into a vessel deep enough to immerse the lamp.

Take a piece of wire and fasten it around the socket end

of the lamp, then bring one end of wire back over the end of lamp and fasten it to opposite side of lamp to form a loop, then dip it in the solution and hang it up to drip and dry. When mixing your color, bear in mind that the more dye and



No. 3. Arrangement of Wash Goods.

the less shellac the deeper the tint will be and vice versa.

This method will apply to all colors except a deep red or deep yellow. Any of these colors can be removed with wood alcohol.

SHOW CARDS.

No matter how nicely goods are arranged in a window, it is robbed of half its effectiveness unless a good show card completes it.

The show card is the "silent salesman," whose unassuming effort is the means of speedy monetary returns to the merchant.

It makes the goods talk from the window. It states the facts you wish to make public, and is silent on all matter that is better left unsaid.

It is an inexpensive mode of advertising, bringing in great returns.

Show-card writing is an art that embraces not only the lettering of a card, but the grouping of words and spacing of lines, to convey and emphasize the meaning intended. In order to become proficient in this line of work, it requires a thorough study of the various styles of letters best adapted to show-card use.



No. 4. Clothing Trim, Designed by H. Hollinsworth.

Many samples of cards shown in different window trims are anything but business cards. Some of them are covered with gaudy colorings and elaborate scrollings, taking a lot of time to execute and detracting, rather than attracting, the public eye from the idea than is intended to be conveyed to the passer-by.

GEO. H. HEES,

W. R. HEES,

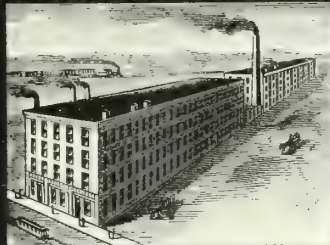
STEPHEN HAAS.

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

**CANADA BEING A
WOODED COUNTRY**WE HAVE SPECIAL
OFFERINGS OF**WOOD CURTAIN POLES
AND WOOD TRIMMINGS**Splendid Finish,
Handsome Patterns
and Low Prices.

TRY US

OUR FACTORIES:
TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.**HEAD OFFICE: TORONTO, CANADA.**

TORONTO FACTORY

**OPAQUE
SHADE CLOTH.**CURTAINS, DRAPERIES,
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc,

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:
"HEES" TORONTO.

OFFICE: 71 BAY ST

We manufacture everything in the line of

WINDOW SHADES,

and sell them at a price that affords the retailer LARGE PROFITS.

TWO ADDITIONAL WINDOW SHADE MACHINES.We have been making two additional machines for manufacturing OIL
FINISHED WINDOW SHADES. See our new catalogue re these shades.**OUR DERBY TABLE COVER.**Nothing ever came from looms that is more popular than our Derby Table
Cover; all the jobbers are selling it.**UPHOLSTERY GOODS.**Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash
Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery
Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

WINDOW DECORATING—Continued.

Business bringing window cards, to my mind, should be simply worded, not crowded, and ought to be made so that they can be read at a glance, even from the opposite side of the street.



No. 5. A Display of Silks.

The goods to be sold are the attraction, the card is simply to tell the story (at a glance) so that anybody on a run could gather the sense of it. The fancy letters, scrolls, and elaborate colors on a show card confuse the eye more or less, and at a distance render the card very indistinct, and if well covered with lettering is apt to be merged into the colors of the windows.

Black lettering on white cardboard is the best. It makes the clearest card and is easiest read at a distance. This is what is required every time and particularly when we know there are so many people with defective vision.

To increase the "business" effects, the cards should be uniform in size and lettering, attention paid to commas, periods, etc., especially those denoting plural number, possessive case, etc.

In former numbers of THE REVIEW I explained how to make inks, etc. From time to time this subject will be discussed. We would request any trimmer who has any good "business-bringing show cards" to have them photographed and sent into THE REVIEW for reproduction in these columns.

THE ILLUSTRATIONS.

Illustration No. 2 is a pretty idea for a Spring opening display or an Easter millinery trim.

No. 3 is a novel idea for showing wash fabrics. As this is the month for displays of these goods, the idea is a good one and can be carried out in several ways.

No. 4 is a drawing of a neat clothing trim. Every coat had a neat price card. It proved a good sales window.

No. 5 is a beautiful display of silks and accessories. The horseshoe centrepiece was studded with colored electric lights, and the word "silks" in the centre was made of lights. This is really a sample of high-art window dressing.

H. H.

HOW TO DISPLAY WALL PAPER.

This department, as the trade knows, is always on the lookout for ideas which may be of service to the trade in general and its readers in particular. We have just seen a

illustrated circular on the display of wall paper which The Watson, Foster Co., Limited, have addressed to their customers. It shows their clients an effective method to that end. The chief feature of the circular is the economical construction of display frames. Thanks to the courtesy of the firm, we here produce three of their plates which cannot fail to interest every dealer not already provided with similar material. The first plate shows a 6-foot and 4-foot frame, the actual cost of which is only 55 and 35c., respectively. The Watson, Foster Co. in their circular give details of cost and construction, and will mail the specification to any inquirer. Half a dozen such frames enable the retailer to make a showing of all his new designs. Their value cannot be overestimated, whether for interior or window effect.

In well-equipped wall paper departments the suggestions we give are already in practice, but the great majority of stores either overcrowd their windows with a medley of patterns, or rely entirely upon their sample-books inside. Both make a mistake. In a window one should place not more than three striking patterns of different effect. Give these a chance, and while the season lasts devote the whole window to them. A background of ingrain of subdued tone and overhead concealed lights, kept burning all evening, will arrest the attention of every passer. Change these patterns every few days, always with your best class styles. Make effect, not low prices, the window feature. Equally important is the interior. The average dealer will likely rely upon his sample-books to sell goods, but during the busy season many are looking at them at once; they soon become torn, and, in any case, they unworthily represent the stock. There is only one way to display paper well. Set up a few frames, some showing combinations (see plate No. 2). Display an average assortment;



No. 1. The Watson, Foster Co., Limited, Montreal.

leave the 5c. goods, as a rule, to the sample-books; the result will be that the better effect of better goods, in full length display, will catch the fancy which the variety seen in sample-books will weaken.

Another most important point to the general store is to keep at least one display hanging on a frame Summer and

AMERICAN BEAUTIES.

Our waists have made a name for themselves in the "States," and our reputation has extended across the border. We have a separate department devoted to our Canadian business, and present these six attractive and successful numbers as an introductory to the Canadian trade.

We make a very extensive line of popular-price Waists, in Lawns, Chambrays, Albatross, Mercerized Sateens and Wash Fabrics.

All our waists are tailor-made throughout and are guaranteed in every respect.

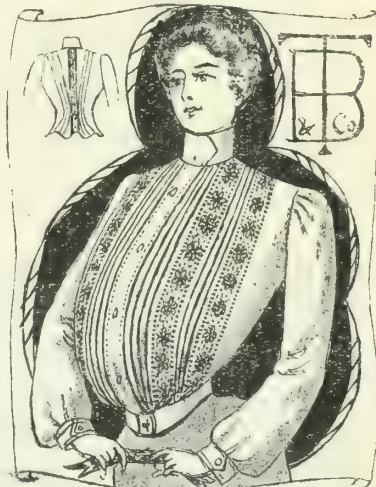
TERMS: 2 per cent. 10 days or net 30 days.



No. 151. Waist (as per above cut) made of the finest quality mercerized sateen; trimmed with 16 pin tucks in front and two tailor-made straps with 10 rows of stitching. Centre piece, sleeves and straps trimmed with satin-covered buttons. Back has 8 pin tucks. Latest style bishop sleeves and collar. Tailor-made throughout. Price, per dozen..... **\$9 00**



No. 107. Made of fine chambray with 6 original and entirely new plaited box effects. Thirty rows of stitching in front. Stitched front piece, stitched collar and cuffs. Bishop sleeve; back with 2 stitched plaits and stitched centre piece to match. Colors: Oxblood, helio, new blue and pink. This very latest creation has made a decided hit as to its neatness and originality. Price, per dozen..... **\$9.00**



No. 108. Waist (as per above cut) made of very fine quality chambray with 4 rows of exceedingly neat insertion between which are 12 vertical tucks down the front. The back is trimmed with one row of insertion and 6 rows of pin tucks. Latest style bishop sleeve and collar. The entire garment double-stitched and trimmed with beautiful pearl buttons. Tailor-made throughout. Colors: Oxblood, new blue, pink and helio. Price, per dozen..... **\$9.00**



No. 125. Waist (as per above cut) made of finest quality sheer white lawn, with two fancy stitched revers, the edges of which are trimmed with fine Val lace. Inserted yoke of lace in front and broad strip of lace to match across front. Latest style bishop sleeve. Cuffs trimmed with lace. Real gold-plated detachable novelty buttons in front. Back has 6 tucks. Tailor-made throughout. A great bargain at, per dozen. **\$16 50**



No. 109. Waist (as per above cut) made of an elegant quality chambray. This very latest garment has scalloped lapels, forming a vest effect, out of which protrude two rows of beautiful insertion. Alongside the lapels are 6 vertical tucks. Each scallop of the lapel is trimmed with several rows of stitching and adorned with ball pearl buttons. The back contains one row of insertion and 6 pin tucks. Latest style bishop sleeve. Tailor-made throughout. Colors: Oxblood, cadet blue, helio, and pink. Price, per dozen..... **\$13.50**



No. 152. This waist (as per above cut) is made of the finest quality mercerized sateen. The entire front contains hundreds of tucks, arranged in groups of clusters of narrow and of broad widths. A new and attractively scalloped front, pretty trimmed on points with 12 very fine covered satin buttons and several rows of stitching, adds to the chic appearance of this beautiful garment. Latest style dress collar with several clusters of tucks. The whole back is arranged into a group of tucks and clusters, and in the centre of same runs a stripe of 40 tucks, forming a broad cluster effect. Nearly the whole bishop sleeve is covered with fine tucks and clusters, which is made so as to form a bias effect. This waist is tailor-made throughout, and finished with special care in the best possible manner, and is equal in appearance to the finest silk waist made. Black only. Price, per dozen..... **\$18.00**

No. 135. Same as above, in white lawn. Per dozen..... **\$18.00**

B. TRAUBNER & CO.

Canadian Dept., 160-162 Wooster St., NEW YORK.

all the trousers for new York 25/4/101 see cut work in page 19

WINDOW DECORATING—Continued

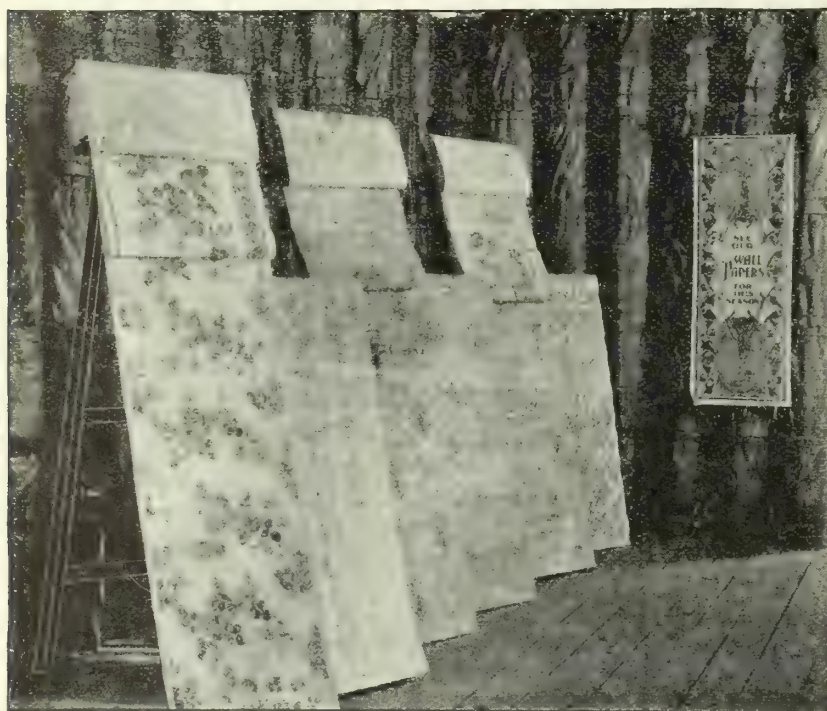
Winter, placed well forward, where every visitor entering or waiting in the store can see it. People will thus never forget you keep wall paper, and by constant changing you will effect a lot of quiet advertising and create a continued and often unexpected sale.

In a word, don't hide away your wall paper on June 1 as though the business were over. It isn't; it's never over. People are always approachable with effective decoration in season and out.

SOME HINTS IN RECENT WINDOWS

By C. G. H.

USE OF MERCERIZED STUFFS.—A great many mercerized goods are being used in connection with the display of hats, dress goods, etc., both for the floor and sides of the window. At this season, when millinery is the principal class of goods



No. 2. The Watson, Foster Co., Limited, Montreal.

on show, mercerized sateens are especially useful, as they not only can be combined with the hats with good results, but they are of service in decorating the sides and back of the window, as well as in giving it a more filled-up appearance.

A DISPLAY IN PINK.—A pink window, showing nothing but pink hats, produced a rather pleasing effect. The floor was covered with pink mercerized sateen, over which was a white gauze covering, giving the goods a satin effect. On the floor were pink hats, and a number were placed on stands here and there. In the centre of the window a large basket filled with all kinds of flower trimmings stood, the handle being draped with green satin and flowers. At the back of the window was a mirror, hidden here and there by pink mercerized sateen, which was draped from the top, each draping being crowned by a pink hat. The sides were trimmed in like manner.

SHOWING SMALL GOODS.—When it is desired to make a display of small goods the mistake is frequently made, especially in men's furnishings, of placing too many articles

and too much of each on show at the same time, instead of making a combination of certain goods that naturally go together, such as collars and ties, or collars, shirts and ties, gloves and hats or canes, negligee shirts and belts, etc. The goods are shown to much better advantage in this way, and it does not require nearly as many goods to fill the window.

COMBINATION IN TRIMS.—Speaking of combinations reminds me that W. A. Murray & Co. recently displayed some dress goods and lace trimmings together with very good results. The dress goods were draped from stands, and the lace was allowed to hang so that it covered the edges of the goods, just as it would when worn. Different pieces of goods were shown, each with the lace trimming that best suited it, and there is no doubt that a customer would buy the trimmings as well as the goods, after seeing by this display how well they harmonized.

FANS TO SET OFF DISPLAYS.—In another window the dress goods were draped over stands about 2½ feet apart. On the top of each stand an open fan was shown, each fan having been selected to match in color the goods it was shown upon. Here and there in the display could be seen a stand of black dress goods, upon which was a white fan, the contrast making a striking design.

In the front part of the display ladies' umbrellas were shown. They were placed together in stacks, four umbrellas in each, and each stack was connected to that next it by ribbons and lace trimmings. This window was designed to show a variety of goods, fans, lace, umbrellas, dress goods and mercerized goods, with which the floor was covered, and each was displayed with good effect.

FLOOR WINDOW DISPLAYS.

Arranging goods on the floor of the window is a point men's furnishers should consider, says The London Outfitter. In the first place, we advise the frequent display of jewellery. This is an article to which too little attention is given by outfitters, and yet it is one that brings in the largest profits. To display it well have made for your window three platforms or shelves, about four inches in height. Let the one whose base rests on the window floor be the longest and widest. Have the next one three inches less, leaving a margin above the bottom platform. Finish off with a top one three inches smaller than the second one. Now, cover the stands with pure white crepe paper (of course, the color is optional; we suggest white as being more attractive for jewellery). This stand can be used for other goods, such as gloves, handkerchiefs, etc.

Small single stands may be shown in front. These should be set at intervals of about three feet, and the stands in the rear should be of a proportionate height and size to those in the front. They may be dressed with four-in-hands or bow ties, and between the stands whole packages of gloves, set on end, with the wrists down and the fingers up, should be used as relieving units. The temptation to overcrowd should be overcome in a display of this style. The strength of the design is its simplicity, and a multiplicity of articles is bewildering and defeats the object. A novel idea may be carried out in

Gale Manufacturing Company
14-24 Mincing Lane

TORONTO.

BLOUSES



Whitewear

Wrappers

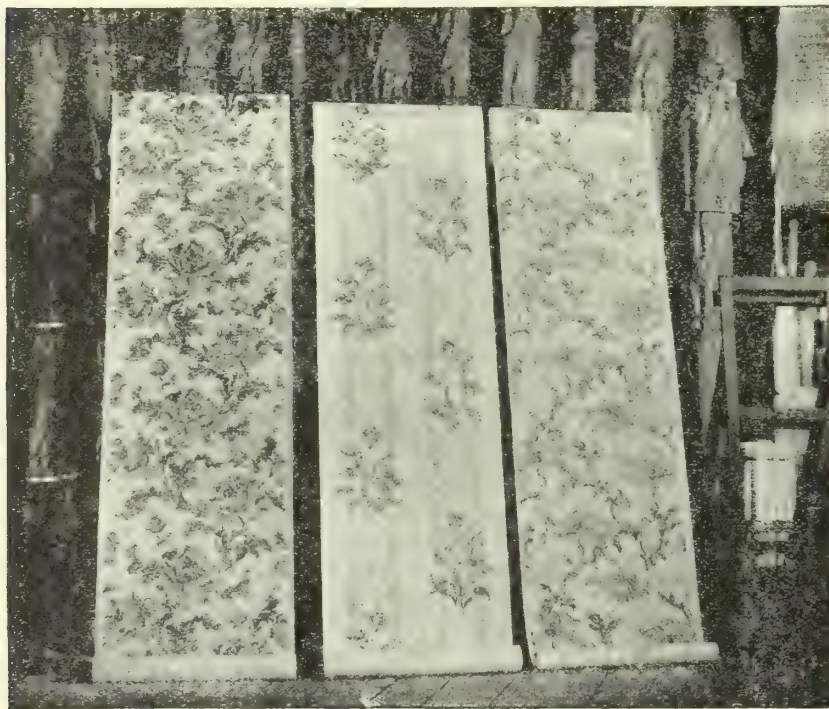
Summer Dress Skirts

LETTER ORDERS CAREFULLY ATTENDED TO.

WINDOW DECORATING—Continued.

this way. Take three umbrellas or canes and tie them securely with colored ribbons, making a large bow at the top. Four of these set, make standards, and over their tops rods are placed on which neckwear and gloves may be displayed facing the street. From rod to rod canes may also be used as a part of display. Directly in front of these improvised stands masses of canes may be used to good effect.

For an elaborate display, the back and sides of the window should have curtains hanging from regular curtain rods. The entire area should be broken into sections by the use of two small brass rods, and the curtains should be of one solid color. Either cambric or cheese cloth will do for the material. In the first section shirts may be disposed, either with or without collars, with appropriate jewellery disposed on the floor. In the next section underwear may be arranged, and in the third cravats on any suitable fixtures. Brass rings should be used in preference to wooden ones in the curtain scheme as



No. 3. The Watson, Foster Co., Limited, Montreal.

they are more sightly and less clumsy. The advantage of this plan will be seen at a glance. It triples the value of a window, and allows each display to have its full effect without confusion.

A display may be arranged by using empty collar boxes set about 2 feet apart and covered with white silk handkerchiefs. On top of each box link cuffs or high-banded collars are laid flat. The space between the boxes may be filled in with links, shirt studs, or cravat pins. A pair of gloves may be used on each stand of collars. An attractive effect can be made if this scheme is used, and nothing but dress goods enters into the decorations.

Or the floor may be occupied by a regular counter about 3 feet high. On top of this goods may be displayed either on empty collar boxes, covered with suitable materials, or on regular stands. Between the stands or collar boxes groups of umbrellas and canes may be used. In the space in front of the counter fancy waistcoats, travelling bags, and golf caps may be shown.

A SHORT STORY FOR CLERKS.

“BLACK neckties, if you please.” Drummond, the salesman, stared across the counter at the speaker, as if his thoughts were in Egypt.

“What is it?” he said at last.

“Black neckties. Silk.”

Drummond threw a box down. The customer opened it. “These are red—and not silk,” he said, quickly. “Nobody wears black silk now,” Drummond said, yawning, and looking indifferently at the plain, old man before him. Then he took up the box and threw it back into its place.

“Have you none of the kind I want?” asked the old man. “No! That kind of goods went out years ago. We don’t keep ‘em,” said the salesman, insolently.

“There are plenty of black silk ties,” said Sanders, the man at the next counter, in an undertone.

“I know; but what’s the good of bothering with an old back number like that? Methodist preacher, I’ll bet five to one! But I was telling you about my cousins, the Harts. The three brothers all left the village and came up to town. One is now a railway boss, one a banker and the third a sugar man. All of them millionaires.”

“A lucky family! How was it?”

“They all had capital to start with. The man with capital wins out every time.”

“Perhaps you have neckties—black silk?” the old man who had been lingering near, said to Sanders. “I think there are some, sir,” said Sanders, taking down some boxes. He opened one after another, but there were no ties of the kind the old man wanted.

Drummond, with a half-amused stare at the persistent customer, turned away to gossip and giggle with a salesgirl. Sanders anxiously took down box after box.

“I am afraid I’m giving you a great deal of trouble,” said the old man, kindly.

“That’s what I’m here for,” said the salesman, pleasantly. “I am sure I shall find them.” The box was found at last and a necktie of the right width chosen,

wrapped and handed to the troublesome customer with a smile.

The next morning Sanders received a printed slip, notifying him of his promotion in the store. Drummond also received a slip, but it informed him that after the end of the next week his services would no longer be required by Colton & Co. Underneath the printed form were written the words, “Civility and efficiency are capital as well as money. You will fail because you have neither.”

“Who was the old bore?” demanded Drummond.

“It was John Colton, the silent partner of the firm,” said one of the men.—Exchange.

The J. H. Bishop Co. are now putting out a new coat in a Thibet buffalo, which they consider to be the finest thing they ever put on the market. The wholesalers who have seen it pronounce it a winner.

MANCHESTER
MONTREALVANCOUVER
WINNIPEG

— THE —

GAULT BROTHERS CO.,

LIMITED

Wholesale Dry Goods.

Belwarp Italians *AND* Belwarp Mohair Serges

IMPORTANT ANNOUNCEMENT.

To the Merchant Tailoring Trade of Canada :

We have been selling the "Belwarp" Serges for some years now with great success, until the name "Belwarp" has become a household word throughout the country. This success suggested the idea of having linings "Belwarped," and we now take pleasure in announcing that we will supply the trade with "Belwarp" Italians and "Belwarp" Mohair Serges.

These goods are made from specially selected yarns, are unshrinkable, unalterable under the iron, and, of course, "Belwarped," and the trade knows what that means.

We commend the "Belwarp" Linings to the merchant tailors with every confidence.

The following are the names and prices :

Belwarp Black Italians - -	{	"England" -	65
		"Ireland" - -	75
		"Scotland" -	85
		"Wales" -	\$1.00
Belwarp Black Mohair Serges	{	"Canada" -	68
		"Australia" -	80
		"India" -	90
		"New Zealand" -	\$1.00
		"Cape" -	1.10

These "Belwarp" Lining Samples will be shown by our representatives when they have the pleasure of submitting our Great Fall Woollen Show, which will be shortly !
WAIT TILL YOU SEE THEM !

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

BEAVER LINE ROYAL MAIL STEAMERS.

Regular Weekly Service between St. John, N.B., and Liverpool.

Calling at Halifax, N. S., and Queenstown, both ways, to land and embark Passengers and Mails.

The only direct line from a Canadian port to Queenstown.

From Liverpool.	STEAMERS.	From St. John.	From Halifax.
Friday, Mar. 19	*LAKE SUPERIOR	Friday, Apr. 5	Saturday, Apr. 6
" " 26	LAKE ONTARIO	" " 12	" " 13
" April 2	LUSITANIA	" " 19	" " 20
" " 9	WASSAU	" " 26	" " 27

The Lake Champlain sails from Montreal, May 3rd, followed weekly by the Lake Megantic, Lake Superior, Lake Simcoe and Lake Ontario. These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

*The R.M.S. Lake Superior carries Second Cabin and Steerage passengers only. FIRST CABIN—Single, \$47.50 and upwards. Round Trip, \$90 and upwards. SECOND CABIN—Single, \$33 to \$37.50. Round Trip \$65.08 to \$73.63. According to steamer, location and number of persons in room. STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50. Summer Sailings for 1901 will appear in next issue.

ELDER, DEMPSTER & CO.,
6 St. Sacrament St., MONTREAL.

No ? About It

GRUBOC
IS THE
BEST

For Sale by
All Wholesale Dealers



WESTERN Incorporated 1851
... **ASSURANCE COMPANY.**

FIRE AND MARINE

Head Office
Toronto, Ont.

Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE TIME TO INSURE IS
NOW

While you are WELL, STRONG and INSURABLE.

THE
Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

Hon. Sir W. P. Howland, K.C.M.G., C.B.,
PRESIDENT.

W. H. Beatty, Esq., W. D. Matthews, Esq.,
VICE-PRESIDENTS.

W. C. MACDONALD, J. K. MACDONALD,
ACTUARY. MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.

THE AUER
GASOLINE LAMP

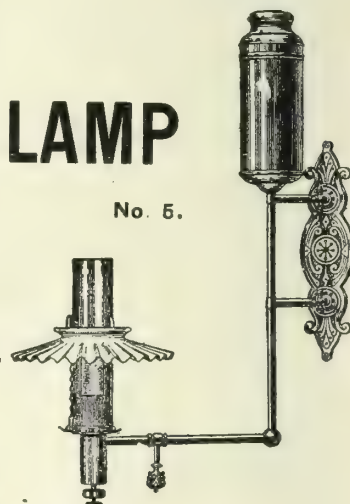
The Light of Eight Oil Lamps
for the Cost of Two.

No. 5.

Safe,
Strong, Satisfactory.

Covered by the broadest possible Guarantee. The construction, finish and appearance are unequalled.

but It is your satisfaction which we guarantee. If you don't like the lamp for any reason you can get your money back. No other lamp in Canada is so broadly guaranteed, for no other is as good.



Write for Catalogue.

AUER LIGHT CO.

1682 Notre Dame St.,
E. Simpson & Co.,
Moose Jaw, Agents for the Territories. **MONTREAL.**

ORKNEY FLOSS

The illustration below shows the handsome window display made last month by one of the leading retail dry goods stores of Montreal.

YOU SHOULD MAKE THE SAME DISPLAY.



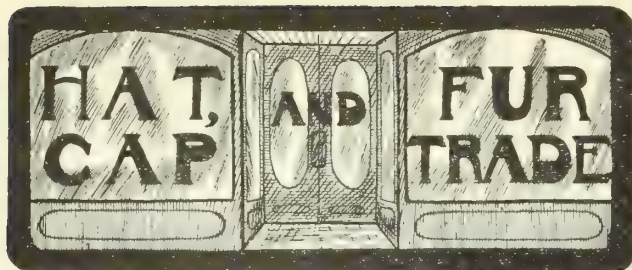
IT WILL HELP TO SELL THESE GOODS.

Every skein is wrapped in tissue paper and guaranteed to weigh an ounce.

Place your orders early.

Controlled by us. _____

S. GREENSHIELDS, SON & CO.,
Montreal.



THE new Spring hats, to judge by the sales, are well liked by the public. Business is quite up to the mark set by any previous season, and the trade in hats is particularly good.

The American hats are the standard of the New World, and of these the medium size is going by far the best. One leading retailer, the W. & D. Dineen Co., who are showing the Dunlap hat in all its sizes, say that the Canadian trade will be mainly on this medium-sized hat, a $5\frac{1}{4}$ crown and $1\frac{1}{2}$ brim. The young men's hat, 5 crown and $1\frac{3}{4}$ brim, and the extremely small hat, with a $4\frac{3}{4}$ crown and $1\frac{1}{8}$ brim, are in demand with a certain class of trade. And then there are the large shapes for large men, with $5\frac{1}{2}$ crown and 2 brim. The same shapes are made by other hatters in New York, after the Dunlap people, and are being sold at retail in Toronto all the way from \$2 to \$4. The Dineens show them at \$2, \$2.50, \$3 and \$4.

There is very little difference between the hats of Henry Heath, maker to the King and Royal Family, and the New York makers, and there is as great a demand for Henry Heath's English hard hats as ever.

Brown hats are not thought as well of as they have been. Black just now is the only color that is taken, though, as the season advances, light colors will go better, the choice being on light fawns and pearl.

The new soft hat has a broad brim and low crown, called a golf-shaped hat. They are made in different widths of brim, with small edged curl binding. The leading shades, as shown by Dineen & Co., are steel, Oxford and pearl. Black sells in the ordinary fedora fairly well. The demand for soft hats is not as great, by any means, as it will be, and these grey shades may be expected to sell ahead of all others through the Summer season.

Hatters' Fur. At the recent public sale of hatters' furs in London very nearly 1,500 bales of skins were offered, comprising New Zealand, Tasmanian, Melbourne, Adelaide and Sydney skins, the collection comprising various grades. Those from New Zealand being Winter skins of excellent quality; there is an active demand, New Zealand skins selling about a half-pence higher, and furs generally at December values.—New York Hat Review.

New York
Advices.

Stiff hats are meeting with increasing favor, and all conditions point to an enlarged consumption with the advance of the Spring season; manufacturers have made preparations to meet this demand by producing exceedingly attractive styles, which are clearly up to the hour in proportions and every particular.—The Hat Review.

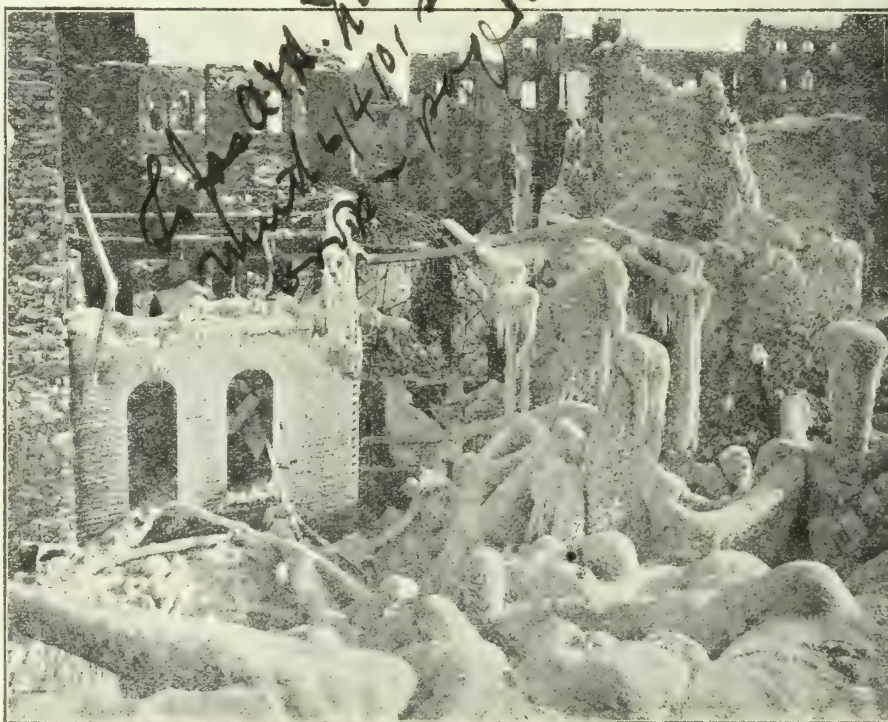
Out With
Samples.

The travellers of J. Arthur Paquet, the noted Quebec furrier, are now on the road with fur samples for the coming season. This year the range has been increased and will embrace a variety of striking novelties. The enterprise of this firm has been proven during the past year by the substantial increase of business that Mr. Paquet has enjoyed. His travellers cover the whole territory from the Atlantic to the Pacific. The trade knows that his goods may be depended upon for price, quality and finish.

Declines in Fox. The March fur sales in London have, according to cable advices, shown large declines in the price of fox. It is supposed by Canadian buyers that the sky-high prices recorded last year for these skins were due to speculators who are still protecting themselves against a natural tendency to restore prices to a normal figure. To a certain extent the March sales have forced this condition. Red fox declined 40 per cent.; silver fox, 65 per cent.; white fox, 40 per cent.; blue fox, 60 per cent.; marten, $12\frac{1}{2}$ per cent.; lynx, 40 per cent., and wolves, 40 per cent. The prices of Hudson Bay beaver are 20 per cent. higher. These declines, excepting in the case of red fox, do not greatly concern the Canadian trade, but the absurd ideas trappers get render business difficult to do.

Emerged From
The Fire.

The energy and enterprise shown by the firm of James Coristine & Co., Limited, in reorganizing their immense business after the disaster of January 23 last, is, to say, at least



Rear View, Fur and Hat Factories and Warehouse—James Coristine & Co., Limited, Montreal, Destroyed by Fire, January 23, 1901.

FURS

NO OLD STOCK

EVERYTHING NEW

LATEST DESIGNS

HIGH-CLASS WORKMANSHIP.



62 and 64 McGill Street,

James Coristine & Co., Limited

MONTREAL.

HATS AND CAPS—Continued.

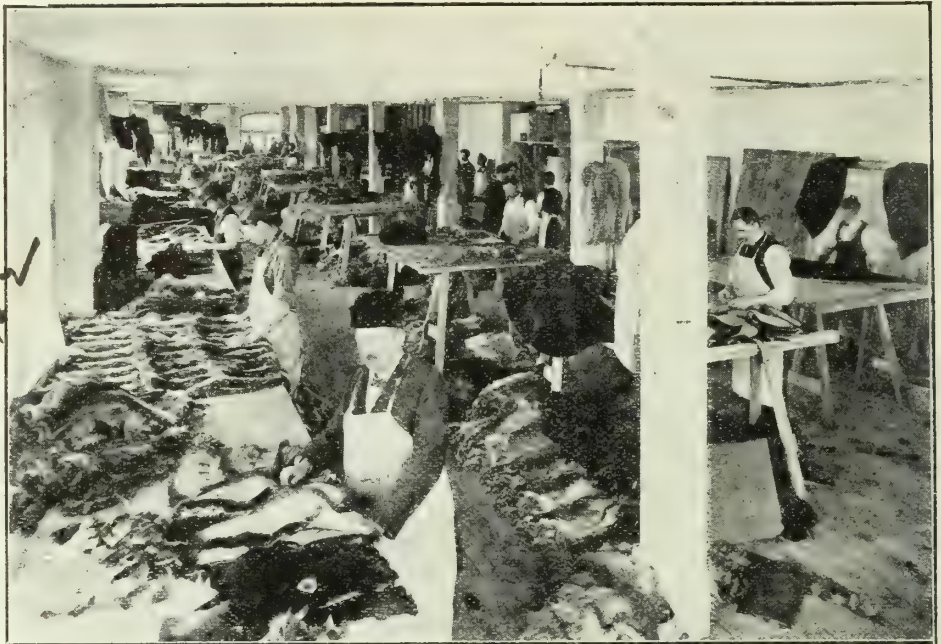
commendable. We are pleased to be able to reproduce a number of views in this issue showing to some extent the result of the disaster and how it was so rapidly overcome. The view of the warehouse front the morning after the fire shown on page 52 gives a fair idea of the scene of desolation. In the first view, showing the vast interior with hat factory and power house in the foreground, the reader will readily recognize the overwhelming nature of the conflagration.

Within ten days after the fire their new factory was thoroughly equipped with the most modern machinery and, with the assistance of an energetic staff of designers, cutters and finishers, their Fall samples were designed and completed and placed in their travellers' hands by March 15. We give a view on this page of the cutting rooms, and also one of the operating rooms, where the firm's high-grade fur garments are made. In an interview with one of the representatives of THE DRY GOODS REVIEW recently had with the management it was stated that they are better prepared than ever for a big season's business, having profited much by long years of experience.

To Display Hats. Most merchants find it very difficult to make effective displays of hats and caps without consuming a great amount of valuable store space, and rendering goods inconvenient to reach by visitors or clerks. A rack, or racks, on which he can display special bargains, or select goods, without taking up table, counter, or floor space, and

rendering the display in easy access to the clerks and visitors, would be a convenient fixture.

This is especially true of the racks manufactured by E. J. Kirk, Bracebridge, Ont. Merchants would do well to write Mr. Kirk for illustrated booklet and full information regarding his racks, which he would be pleased to mail to inquirers, and which will be found of much interest to all



Cutting Room, New Fur Factory—James Coristine & Co., Limited, Montreal.

dry goods dealers, whether they are doing business in large or small places.

Messrs. Alex. Nelson & Son, manufacturers and retailers of hats and furs, Montreal, have opened up another store in that city. It is to be managed by Mr. Alex. Nelson, Jr., and Hasley Bros. Both stores will carry along with the hats a large stock of furs, supplied by the fur-manufacturing business of Alex. Nelson & Co.

D. Boyaner, of the Manitoba Fur Co. and Bankrupt Stock and Buying Co., has purchased the stock of J. H. Rogers, furrier, of Winnipeg. The stock was valued at about \$6,500.

Mr. W. H. B. Anderson opened up a new dry goods store in Vancouver, B. C., on March 4. The new store is necessarily larger than the old building, as two new departments, millinery and carpets, have been added to the stock. The opening was very well attended, and each visitor was presented with a souvenir of the occasion, a fact that will cause those who were recipients of the gift to remember the establishment.



One of the Finishing Rooms, New Fur Factory—James Coristine & Co., Limited, Montreal.

J. ARTHUR PAQUET

QUEBEC, QUE.

OFFERS THE TRADE THE MOST COMPLETE LINES OF

Fur Goods
Gloves, Mitts
Hats and Caps
Straw Hats

at the right prices. We will be glad to learn of your needs. All inquiries or orders sent direct to factory or to any of our branch offices will receive the very best attention.

J. ARTHUR PAQUET

QUEBEC, QUE.

SAMPLE ROOMS:

5 Victoria Square, Montreal.
 52 Bay Street, Toronto.

Main Street, Winnipeg.
 338 Hastings Street, Vancouver.

**"Rooster Brand"**

20th
Century
Shirts

*They are Black**They are Entirely New**They are Speechmakers**They Will Sell at Sight*

Retail at **75c** and **\$1.00** if you buy for cash. Will send sample dozens, and will take them back if you don't like them.

Robert C. Wilkins,
MONTREAL,

Manufacturer of Shirts, Overalls, Summer Clothing, Ladies' Tailor-Made Skirts, Etc.

THE BISHOP

Natural Leather

Fur Robes and Coats**GUARANTEED**

to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase whether robe or coat.

THESE GOODS ARE FOR SALE BY ALL THE LEADING JOBBERS OF CANADA
 AND THE UNITED STATES.

THE J. H. BISHOP CO.,

Importers, Dyers, Skin Dressers and Manufacturers,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.

SMALLWARES, ETC.

THE SALE OF BERLIN WOOLS.

SEVERAL wholesale merchants, as the readers of our advertising columns will have noticed, have been calling upon the retailers to place their orders for wool for import next Fall. The object, of course, in placing the orders now is to effect a saving, estimated at 10 to 15 per cent. This is a point worthy of the attention of every dealer in wools, as there are lines such as Berlin and fingering wools that are staples and can be ordered in such colors as black, white, reds, blues, yellows, pinks, etc., with perfect security. Moreover, by ordering ahead like this, a merchant can be sure that he will

The new feature is that they have a solid ground, dotted with a new roll collar of a plain body trimmed with a twisted edge made of the two colors combined. The best combination we have seen is light grey with pink, fawn and light blue, black and mauve, and black and red. It requires $5\frac{1}{2}$ oz. of wool to make these.

There are a number of new cushion tops appearing on sale. One of the newest is made of purple embossed velvet, gotten up in mourning for the Queen. It bears her late Majesty's photo, surrounded in medallion style with the rose, thistle and shamrock, and with the dates of her birth and death. They are sold to retail at 50 cents. Other lithographed ticking tops have lately been introduced by novelty houses from New York to retail at 40 and 50 cents. Some 75-cent goods are coming in in a few days. The demand for these in New York City is so great that the boys are selling them on the street.

BELTS.

In belts the strong point is ribbon end attachments. They can hardly be secured fast enough. They are not only gold themselves, but are hung in spiral gold hangings. Satin often enters into the body of the belt. But patent leathers are still holding good, and the demand upon the American makers of patent leather belting is so great that they have been compelled to advance prices 2 to 3c. per ft. The gilt spikes are being attached to these belts.

The patent leather belt with the snap fastener is taking well. The belt crosses in the front and extends below the waist line, forming a V shape in front of the figure; the buckle is surmounted in the centre at the waist line.

MARKET NOTES FOR BUYERS.

S. Greenshields, Son &

Co. have received during the last few days a large importation of Japanese fans direct from Yokohama. By buying large enough quantity to buy direct, they were able to effect a considerable saving and they can now give a nice fan, beautifully tinted, colored and tinselled, to retail at 4, 5, 8, 10, 25 and 50c. The designs in mourning and half-mourning fans are beautiful.

A novelty is gilt belting, in plain and fancy, to be used with a steel or gilt buckle. It is shown by The Brock Co., Toronto.

The Montreal house of The Brock Co. report a well-assorted stock of smallwares, ribbon ends, spikes and chenille cord in endless varieties and colors.

J. Sproul Smith, Toronto, has been appointed Canadian agent for Daniel Lee & Co., silk printers, Manchester, and William Clark & Sons, linen manufacturers, Upperlands, Derry Co. Ireland.

get just what he wants. He will not have to depend on the foresight of the wholesaler to foretell his wants. We can assure Canadian merchants that they will save money by placing their orders at this time of year, for wool, being a bulky article, takes up a good deal of space in a warehouse and the wholesaler must tack on a good margin to make the usual profit. He is willing to accept a small gain to make a quick turnover in such an article.

It pays the retailer to cultivate a trade in wools, and he can do it if he will watch the market for novelties in woollen articles and introduce the fads into his town. For instance, at the present moment a lot of woollen tea cosies are being made in yellow and white, pink and white, and blue and white. It takes $5\frac{1}{2}$ oz. of wool to make one of these cosies, 3 oz. of one color, 2 oz. of another and $\frac{1}{2}$ oz. of zephyr. So there is money in pushing this trade.

We have also seen a new design for bedroom slippers that many might take up. They are made of Berlin wool.

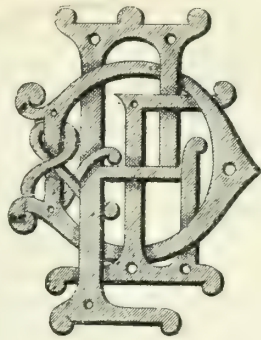


Front View of Warehouse After the Fire—James Coristine & Co., Limited, Montreal.

*See also Toronto Herald 6/4/01
see copy of page 188*



SILKS




LONDON
PARIS
NEW YORK
BRUSSELS
MELBOURNE
SYDNEY
ETC.

DEBENHAM & FREEBODY

Toronto Branch, 45 Yonge St.

Stock carried in Toronto for convenience of Canadian customers at importation quotations.

TAFFETA SILKS, Special lines, Black.
TAFFETA SILKS, Special lines, Colored.
ENGLISH SILKS, Black and Colors.
SATINS, Black and Colors.

SATIN DUCHESSE, Black and Ivory.
SATIN AND SILK RIBBONS.
SATIN AND VELVET RIBBONS.
MALINES TULLES, CHIFFONS.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

IS YOUR

Hat and Cap Display

SATISFACTORY?

If not, drop a card to

E. J. KIRK

BRACEBRIDGE, ONT.,

for illustrations of his up-to-date and
Space Saving Racks.

THERE'S A DIFFERENCE

IN GLOVES.

**SEE THAT
YOU
GET THE
RIGHT
KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND
DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

CARPETS, CURTAINS AND WALL PAPERS

RETAIL TRADE AT PRESENT.

MARCH is generally a slow month for retailers of carpets and the month just past was no exception. Trade, however, is looking up, and, compared with corresponding months in previous years, March shows that the carpet business, as a whole, is on the increase. There is also a noticeable increase in the sale of better-class goods in the Dominion. No new pattern or color has given any signs of coming to the front, and retailers say the sales are still on the self colors in crimsons, greens and light blues. As a rule, the smaller figured goods are preferred, and there is a tendency toward smaller patterns in all carpets, but, for the self-colored goods, with fairly large patterns, there is always a call. April may show some changes in the public taste, but it will not likely be in patterns, rather in colors. The outlook for the trade in April is very bright.

AN ELECTRIC CARPET SWEEPER

Corinne Dufour, of Savannah, Ga., has obtained a patent on an electric carpet sweeper and dust gatherer. The device comprises a pair of brush cylinders, rotated by connection with a fluted rubber roller in frictional contact with the floor. There is also an electric motor inside the casting which runs a rapidly revolving fan. This fan takes up the light dust and drives it against a sponge. The latter, being saturated with water, readily retains the dust and aids greatly in cleaning the room. The current for the motor in the case of the hand-operated sweeper is supplied by a small generator connected with the fluted roller, but in the case of a large machine for use in halls and churches, it is intended to attach the sweeper directly to an electric light circuit. In this case the current is also made to revolve the brushes, so that it is only necessary for the operator to draw the sweeper along the floor, the speed of the brushes being so high that a rapid gait can be maintained without slighting the work. When the sponge has become coated with dust, the cover of the sweeper can be lifted and the sponge taken out for cleaning.—Carpet Trade Review.

THE ENGLISH CARPET TRADE.

In an interview with John Brinton, the noted carpet-maker of Kidderminster, The Shuttle, of that city, says: "Reference was made to the hold which English carpet manufacturers once had upon the American market, and Mr. Brinton expressed the firm conviction that but for the adoption of an enormous protective system, Cousin Jonathan would not have been able to keep the British manufacturer out of his country. As things now stand it is almost impossible to do any business with the States. The carpet industry commenced in Philadelphia nearly forty years ago. By degrees the Yankees attracted many of the skilled mechanics and best weavers

from Kidderminster and the North, and in that way England taught America how to make carpets. The Americans were a very ingenious and persevering people, as was shown by the many patented carpet looms which had been produced by them. No doubt they would as years went on become even keener competitors with English manufacturers, although Mr. Brinton did not believe they would ever get a hold upon the English market for their goods. They had a footing in Canada, South America and other markets, so that the home producers were already seriously threatened. At one time, added Mr. Brinton, about one-third the looms in Kidderminster were engaged on American orders, and now only 'specialties' were locally made for the American houses."

A NUMBER IN WALL PAPER.

No. 770 has proved itself one of the most successful patterns of the season. The Watson-Foster Company, confident of results, largely stocked it, at the close of selling season it to go through the machine in several ways to cover sales, while, since general delivery has taken place, the repeat orders have been so numerous that for the third time it was put in print, a most unusual occurrence. It is a most decorative parlor paper in plain and embossed gills on light grounds, and is a design every dealer will find essential to a complete stock. Those in the trade who recognize it had better secure further supply while it lasts.

TRADE NOTES.

Messrs. John Kay, Son & Co. have added to their stock a line of wall papers. Many handsome patterns and colors are shown. Some crimson goods, especially in the way of borders, are thought a good deal of by the best class of customers.

Importers have had great difficulty in getting mattings this season, and the result is a heavy demand for them, especially for the cheaper kinds. Owing to special facilities, K. Ishikawa & Co. have been able to fill all orders. The shipments for Fall import orders have been completed, and a few lines are now left over for which they will accept orders for immediate delivery.

The carpet department at John Macdonald & Co's. contains



No. 770, The Watson-Foster Company.

THE
**WATSON,
FOSTER
COMPANY**
LIMITED

**WALL
PAPERS**

FOR
SPRING
1901

INDICATIONS ARE

THAT A VERY LARGE SORTING-UP BUSINESS
WILL BE DONE THIS MONTH.

WE ARE BETTER ORGANIZED THAN EVER
AND STOCKED WITH OUR MOST SUCCESSFUL PATTERNS.

THE VERY COLORINGS YOU WILL WANT REPEATED ARE LIKELY
TO BE IN DEMAND BY OTHERS ALSO,

AND, REMEMBERING THE "SOLD OUT" EXPERIENCES OF PAST
SEASONS, WE ASK THE TRADE TO ANTICIPATE THE SHORT
NUMBERS NOW.

EVERY MAIL REDUCES OUR STOCK.

IF YOU HAVE NOT GOT

WHAT YOUR CUSTOMER WANTS
PERHAPS WE HAVE, AND WILL PROMPTLY FURNISH
SAMPLES FOR ANY SPECIAL PURPOSE.

REMEMBER

WE CAN MATCH YOUR INGRAINS IN OTHER
DESIGNS AND COLOR EFFECTS IF REQUIRED.

WORKS : ONTARIO ST. EAST, MONTREAL

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

W. B. STEWART

27 Front Street West, TORONTO.

BATTING...

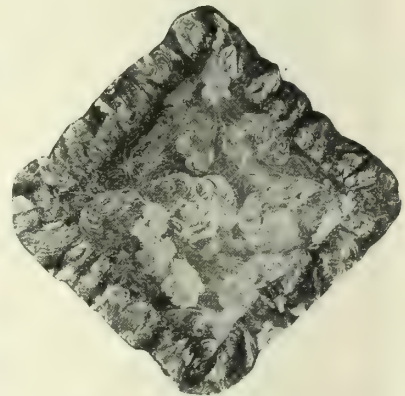
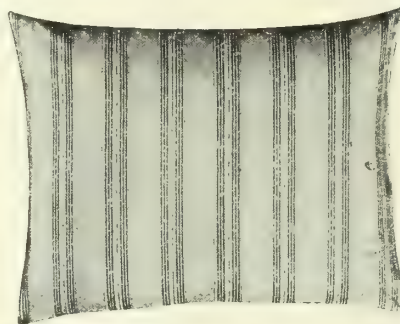
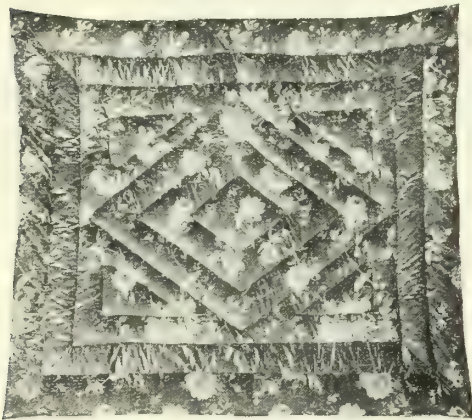
Guaranteed free of Threads and other
weak and lifeless stock—

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for.

**North Star, Crescent
and Pearl Batting.**



"PERFECTION BRAND" GOODS, 1901

Comforters

Cushions

Bed Pillows

Largest range ever shown.

Designs positively exclusive.

Prices lowest in Canada.

Six different grades of filling.

Every size and style imaginable.

Ask for Price Lists.

New and successful method of cleaning feathers which ensures a perfectly
odorless filling and makes the Pillow pure and sweet as though filled with air.
We guarantee them.

OUR NEW SAMPLES ARE NOW ON THE ROAD AND IT WILL SURELY PAY
YOU TO SEE THEM BEFORE PLACING YOUR ORDER ELSEWHERE.

CANADA FIBRE CO., Limited

MONTREAL.

Spring 1901

Lines in Which we Lead

**Ladies' and Children's
Hosiery and Underwear,
Embroideries and Laces.**

Men's Collars, Ties, Braces, Balbriggan
Shirts and Drawers, and Top Shirts, all
kinds

SMALLWARES A SPECIALTY.

THE

St. Thomas Import Co.
ST. THOMAS, ONT.

Parasols and Sunshades

FOR

Spring

**The Irving Umbrella
Company, Limited.**

20 Front St. West, TORONTO.

W. TAYLOR BAILEY



**Upholstery Supplies,
Draperies Fabrics and
Brass Goods,**

MANUFACTURER OF

Window Shades.

Our Window Shade Factory is now past the experimental stage,
and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of
PETER SCHNEIDERS, SONS & CO., New York, keeps our stock
full up with the latest designs and colorings.

**27 & 29 Victoria
Square, Montreal.**

CARPETS AND CURTAINS—Continued.

a number of specialties, bought under the regular price, and in which the trade can get good bargains. They include three lots of tapestries, a line of Brussels and one of Axminsters, two special 8-4 covers and two of linoleums. Chinese and Japanese mattings, which are shown in all colors, are going well.

UNITED STATES TRADE REPORTS.

Retail trade is not usually very active during the first fortnight of March, but the reports received recently from the West are decidedly satisfactory, the duplicate orders already placed indicating that goods are being cut up quite rapidly. In the East the volume of retail business has been much smaller, but some improvement may be expected soon. The special railway rates have brought an immense number of buyers here; so many, indeed, that the hotel accommodations of New York, great as they are, have been strained to the utmost extent. The presence of this throng may be felt later in the carpet trade, but, up to this time, it has apparently had but little effect on any branch of mercantile business.

Manufacturers of floor coverings are busy with preparations for the coming season and count confidently on an early and active opening of the Fall trade—Carpet Trade Review.

THE KID GLOVE SEASON.

THE kid glove trade for the present season offers no striking novelties. A variety of shades are in demand, and, being as near staple as possible, the retailer can carry stock without the risk that is assumed when striking novelties are in vogue. Shades of tan, brown, modes, beavers, castors, pearl, tuscan, butter, greys, slates, white and black are all worn. Ox blood, blues, purple and a few greens are also sold. Cafe au lait, a peculiar light shade of mode, is new, and is especially good in suede.

The glove par excellence for Easter wear is white, and in the large cities the white glove is very much in evidence, and seems to be as much worn as ever.

The revival of the suede glove is marked, and they are in good demand in shades of tans, browns, modes, beavers, greys, slates, white and black. Modes, greys and black are especially good. The suede gloves of very few makers give satisfaction; consequently, the popularity of suede gloves is limited because they are suede. The well-to-do can afford to buy perishable gloves if fashionable, but to the purchaser whose extra pair of gloves means something this is an item.

Suede gloves are not only still popular, but are growing in popularity. Since the demand for these suedes set in some months ago the prices of raw suede skins have advanced over 100 per cent. Dealers who bought goods a year ago at \$7 need not expect equal quality to-day under \$9.

Poor gloves often divert the trade of a good customer, and exchanging one poor pair for another does but little good. The best gloves will sometimes be faulty, for skins are born,

and not made; but the correct policy is to buy the best, and you cannot go far wrong. We have been told of a customer who bought a pair of gloves, wore them one week, then exchanged them—and did this three times. The retailer not wishing to offend her, at last got tired, and asked to have the gloves examined. Nothing was wrong, excepting that they had been worn, and the purchaser had kept herself in new gloves for a month at the expense of three pairs to the importer, to whom they were returned. The retailer had all his trouble for the profit of one pair.

Orders for gloves should be given early, for gloves hastily made cannot be as uniformly good as those to which proper time and attention has been given.

For Fall trade order in glaze tans, browns, beavers, slates, ox blood, blues, white, black. These will be staple.

In suede tans, browns, beavers, slates, white, black, buy pique suede, to retail at \$1.50 and upwards.

Imported mocca gloves are likely to be in demand for Fall trade in tans, modes, greys and blacks. These are a little heavier than the suede, and are preferred by many purchasers as being more suitable to the Winter climate of Canada.

To do a satisfactory trade, retailers should see that the proper sizes are sold. The lack of this is the great trouble of the glove trade of to-day.

GLOVE TRADE NOTES.

The retailers doing the finest trade in nearly every city in Canada and the United States sell Trefousse gloves. Why? Because they cater for the best, and there is no economy in a cheap glove. They are unequalled for style, fit and wear.

In white, black and assorted colors, The Wyld-Darling Co. are selling the "Peerless" kid glove to retail at 75c.

McIntyre, Son & Co. are offering the "Chrom" glaze washing gloves, which can be cleaned by the wearer when on the hand. Rub a piece of pure soap on a wet sponge, then rub gently on the glove, rinse off carefully and dry at a moderate temperature, rubbing lightly to restore the finish.

The W. R. Brock Co., Toronto, show a kid glove called the "Elsie" to retail at 50c.

McIntyre, Son & Co. have a well-assorted stock of all kinds of gloves, the newest shades and styles. Suede gloves in all the newest shades and at all prices.

T. R. Preston's dry goods store in Tweed, Ont. is being improved by a fine new hardwood floor, which will add materially to the appearance of this already well-equipped establishment.

The firm of R. J. Whitla & Co., Winnipeg, one of the great wholesale dry goods companies of the West, is to be incorporated as a limited company with a capital of \$500,000. The directors will be Messrs. Robert Whitla, Dawson K. Elliott, Richard Driscoll, Abraham S. Burns, John M. Campbell and James A. M. Aikins.

The display of silks in Messrs. G. B. Ryan & Co.'s, Guelph, on March 8 and 9, was a great success. The goods were attractively arranged on the centre tables, extending almost the whole length of the store, and on lines stretched above the counters. The table space, about 150 feet long, was covered with the finest silks. At night a flower show was held in the millinery department, which was converted into a conservatory,

The Dominion Carpet Co., Limited

SHERBROOKE, QUE.

announce to the trade with much satisfaction that our lines of Carpets for this season are most complete in every detail. The designs and colorings being shown by us display much brilliant work on the part of our designers and colorists. Our goods are receiving the trade's approbation in the way of heavy orders.

LET US SEND YOU SOME SAMPLES AND QUOTE YOU PRICES.

THE DOMINION CARPET CO., LIMITED

SHERBROOKE, QUE.

OUR SPRING LINES
OF CARPETS
ARE COMPLETE.

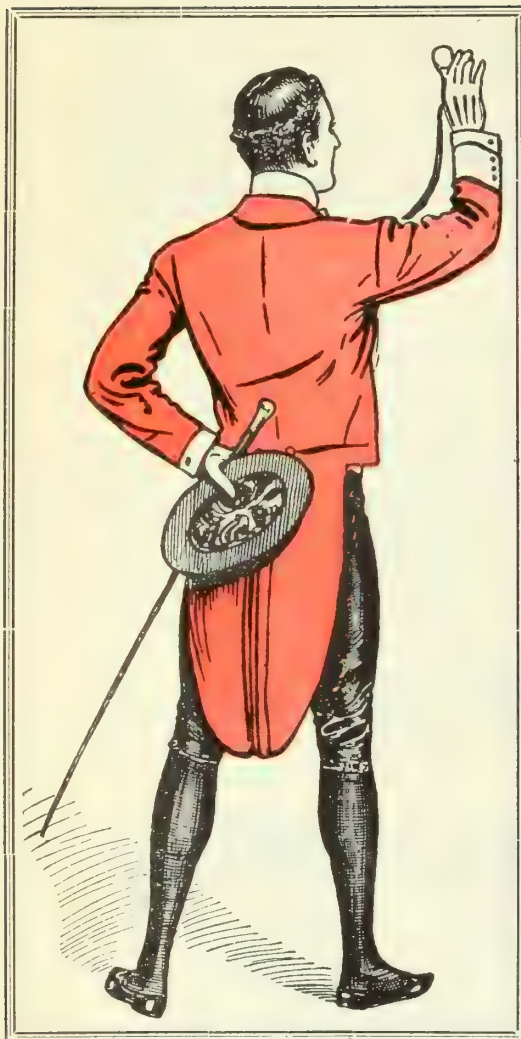
Buyers who are alive to their own interests should see our samples and get our prices. We have exceedingly rich lines of

Wiltons, Brussels and Ingrains

which dealers will find quick sellers and particularly adapted to the requirements of their trade.

The Guelph Carpet Co.

GUELPH, ONT.



Men's Furnishings.

THE Spring season has not brought with it any very great changes in furnishings for men, a few shades and shapes in neckwear being about the only differences between the styles of the present season and those of last Fall. Not a great deal of business in Spring goods has been done by the retailers of men's furnishings as yet. Customers have been waiting for more settled

weather, and the absence of any startling innovations has further kept them from being in a hurry to purchase their Spring outfits.

From this it might be supposed that March has been a dull month, but such is not the case. A great deal of Winter goods have been got rid of, especially by those places offering them at reduced prices, and the sales on all staple lines have been fully up to any previous season.

The black and purple goods have disappeared, and many colors are being shown, though as yet no particular shade is prominent. The lack of anything much different from last Fall's styles is causing a number of dealers to try and push some of their goods as brand new ideas, and we see cards in the windows, attached to suits that they have been selling all Winter, stating that "these patterns are the latest and newest Spring styles." There is the advantage, however, under these conditions, that the retailer has a greater chance to sell a variety of his goods than if there was a design or color that was wholly new, and would be bought to the detriment of the sales of other goods.

Patterns and colors in SHIRTS do not show much change. The vertical stripe in blue leads in sales, with black a good seller, and dark red selling slightly. Wider stripes are being taken by many customers, but the very best of the trade continue to keep to the narrow stripes in blue or black. In the black wide stripes are not liked. A good many soft shirts are being sold, self colors in blue being preferred. Negligees are being shown to a considerable extent. Self colors in white,

and narrow blue or black vertical stripes on white grounds will be good for the coming Summer season. Both pleated and plain will be worn, with the advantage probably on the side of the former, especially in the Summer, when no waistcoat is worn. Fancy effects in pleats will not likely be much thought of here. New York exchanges notice a tendency to the more modest effects in colored shirts, and declare that for Spring and Summer of this year color will be used as little as possible by the best dressers.

It is difficult to say anything new about COLLARS. The high turn-down variety is still a long way to the front, and sells in all heights and shapes, for ladies as well as for the opposite sex. The round cornered styles are shown more than the square, but the latter are by no means poor sellers. As to height, there are predictions that a very low collar will be worn later on, but, excepting for Summer wear, when the lowest is the most comfortable, it will be a matter of individual taste. Collars still fit close at the top, though some are shown with a wide front spacing. For puff ties or large cravats, the latter are undoubtedly more suitable, but so few of these ties are now being sold that there is little demand for the wide front collar. In my last month's remarks I quoted a couple of dealers as saying that this was the last year of the high turn-down collar. Indications are not lacking in New York of the change. Manufacturers are getting out new shapes in the wing collars, following the lead of Paris and London makers, and it looks as though the wing collar will be the leader after the Fall of the high turn-down. Dealers have not felt the change yet, nor are they likely to until Fall, at the earliest, but it is needless to say that the indications of the change from the high turn-down to a collar that can be more profitably handled are a source of delight to all. One retailer says: "I can see the end of the highband. It will become lower and lower, until it finally is of a shape not much different to the old turn-down collar, and there it will remain, as a staple style for fat men and boys." But whatever becomes of it, there is no doubt but that the end is not very far off, and the change for another collar will probably affect the styles in neckwear not a little.

Lighter GLOVES are being shown. The suede grey still remains, and is a good seller. There are more shades of tan worn. The darker shades have had the lead during the Winter, but now there is a better demand for light tans, and during the Easter season and late in Spring these gloves will likely be preferred more than ever. The silk-lined gloves, which have been selling well all Winter and up to the first week in March, are now not called for, unlined gloves having begun their run for the Spring.

As to NECKWEAR, derbies, batwings and modified flowing ends will form the bulk of the sales. Batwing bows will be as good as ever. The butterfly bow is to be a little larger, though the very small effects in batwing and butterfly bows may be worn also. The new King Edward VII. tie has already been ordered in fair quantities from one or two

Salem *Shirts and* *Salem*
Brand *Ladies Shirt-Waists* *Brand*

We take this opportunity of informing the trade generally throughout the Dominion that we are now manufacturing Shirts and Ladies Shirt-Waists for immediate delivery. We wish to thank those to whom we have had an opportunity of showing our samples for the orders which they have placed with us. Our endeavour will be to produce the above lines to a standard not yet attained by any Canadian manufacturer. Enquiries for samples or patterns will receive our best attention.

63 & 69 Latour Street,
 Montreal.

Stewart, Allan & LeMaistre

PERRIN'S GLOVES

**Perrin's
 Gloves**

are the best.



**Perrin's
 Gloves**

are the best.

Grand Prix and Gold Medal at Paris Exposition 1900.

We have the nicest and most complete set of samples and shade cards to show you for next season. Our traveller will see you shortly. Do not place any of your orders before you see him—we can interest you.

PERRIN FRÈRES & CIE., 5 Victoria Square, MONTREAL.

MEN'S FURNISHINGS—Continued.

wholesalers, but some retailers say they are not making much of it yet. It can be tied like an imperial or ascot, or as a windsor bow. It is early yet for any demand for this tie, and the Summer season may witness a change, though two large city dealers declare otherwise. If worn at all, one dealer declares, it will be the name, "King Edward VII.," that sells them. The difficulty in tying the "artists'" bow with this tie will, they think, be an impediment to its sale, and it will be worn mostly in the form of a four-in-hand. A dealer who has been a good many years in the business has noticed a curious fact in connection with a certain class of goods, to which this tie belongs. He says: "An article that can be worn in three or four different shapes has never been successful. I have noticed this in other things. There was a tie out some years ago that could be changed so as to present different appearances, and it was an utter failure. A shirt, too, with a revolving bosom, so that a different one could be had by merely turning a pivot, was not a success either. Other articles have been placed on the market like these, and they have never been liked, and I don't believe this one will either." The demand for purple and black has ceased almost entirely. The majority of dealers are unable to name any particular color that is going better than others, but the fashionable shades in London, grey mixtures, in figures and checks, are declared by one dealer to be selling already much better than others, and likely to go still more rapidly later on. The narrow derby has been going well all Winter, and is still in good demand, though the impression prevails that for the Summer trade a wider shape will take its place.

Last month I stated that flowing-end ties were not selling. This applied to the large ends. The small or modified flowing-end ties sold fairly well, and are doing so now, though not as well as other ties. The locality in which a store is situated and the class of trade it does makes a great deal of difference in the sales of certain articles, and one dealer will find a good demand for a particular thing that another, on a different street, declares to be unsaleable. Some dealers are finding a fair demand for the modified flowing end, and others only a very small demand for it. There is no really good demand for the flowing-end tie, either large or small, among the high-class trade. String ties are going well, and later on will probably sell even better.

On this important question of neckwear, a man in whose judgment I place great confidence, said to me: "The haberdashers have all been laying in fresh stocks of neckwear during the last few weeks, and are now prepared for the opening of the Spring trade. The styles of ties are many. Each manufacturer seems to find his specialty the season's leader, and no one style has the predominance. It is certain that bows are growing in popularity; some manufacturers have doubled their capacity of this department within the month. While, as a general rule, the butterflies are considered dead, some makers find they are still selling. The tendency, however, is towards a larger bow. Derbies are the leaders, but even here the cut of the tie is not at all decided. The most popular is the narrow tie, $1\frac{1}{4}$ to $1\frac{3}{4}$ in. wide, 50 to 52 in. long. These are generally reversible, being sewn on the edge. Some of the more stylish haberdashers, however, do not like these reversible ties as the seams do not allow them to fold neatly. They prefer the seam on the back, but with the silk all the way round. The graduated derby or four-in-hand is also said to be growing in popularity.

"As for flowing-end ties they are not so dead as some would have us think. Some retailers, as well as some manufacturers, say they are maintaining an important position. Naturally, however, their scale is affected by the popularity of the derbies and bows. The moderated flowing end, pressed right down the front to a width of $4\frac{1}{2}$ in. at the bottom is taking well.

"The new King Edward VII. is being shown, mostly in foulard cloths. It is not expected, however, that it will sell in Canada. The wearer in this country will not tie it in the form of a Windsor, and its usefulness is confined to the four-in-hand or flowing-end shape. Whether it looks as pretty as the orthodox ties for this fold is a matter of opinion, but most people think it is not. The real Windsors and King Edward VII's are considered too expensive for this market. They require much more silk than the flowing end, unless spliced.

"The leading colors in ties continue to be grey, red and green. Of the latter color's future some people are sceptical. Blues are also selling well, and in foulards for Summer they promise to be leaders, particularly in the navies.

"The manufacturers say they have sold more bows for the button-hole collar during the past month than in February. The fad has not worn out as quickly as some had anticipated.

"The high band collar shows few signs of unpopularity on this market and retailers can safely stock ties to be worn with it during Spring and Summer."

IN HOSIERY, retailers report that the demand in March has been greatly on cashmere goods, heavy and light. About the only exceptions were sales to those who wear nothing but woollens or cottons the year round. A good deal of fancy colored hosiery is being shown, more than usual; but the colors are all modest. Nothing very glaring takes well. The demand for fancy hosiery has never been a great one in Canada, but there is a noticeable increase in the sales, and a growing taste for the nicer effects is evident. Different shades of blue on black grounds are preferred. It is altogether likely that the business done during the coming Summer season in fancy hosiery will be greater than ever before. Self colors in dark shades are also good.

IN UNDERWEAR, there has not been much doing. It is too late for the public to buy Winter goods, and too early for late Spring or Summer garments. Medium-weight goods have the lead, and will keep it until the weather becomes more settled, and continued warm days are assured. Outside of the trade in medium weights, which is never a big one, the buying has been done mostly by those who wear either woollens or light underwear all through the year. Fancy striped underwear is likely to take better this season than it has heretofore, but the plain white goods are preferred. The sale of fancy underwear is one that grows to good proportions every four or five years or so and then drops out again.

LEATHER GOODS, say those who handle them, have been moving somewhat slowly. The tourist trade is what those who handle them count upon to bring up the sales, and there is none of that now. The Easter season will, no doubt, see an improvement, and dealers who have on hand such novelties as cardcases or a few dress-suit cases will easily dispose of them. The wholesale houses are showing many kinds of belts, with almost as many different patent buckles, but what

Dominion Suspender Co
Niagara Falls
Makers of Trade D Mark Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls
Makers of American Styles
Of Neckwear

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

AGENTS WANTED.

A LARGE English manufacturer of Woollens and Dress Goods is open to receive applications from good men for his agency for the Dominion. The arrangement will be on a commission basis. None but live and thoroughly reliable men who can give satisfactory references need apply. Address W. W. S., care THE DRY GOODS REVIEW, Toronto. (tf)

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (tf)

A LARGE manufacturer of Skirt Bindings, Braids, Sewing Silks, Embroidery Silks, Specialties in Silk, Silkette, and all popular materials, etc., in England, is desirous of securing a good, live man to act as Canadian Agent. A man carrying other samples and dealing directly with the retail trade and clothing manufacturers preferred. He must be able to furnish unexceptionable references as to character, ability and general fitness to look after a large trade. Address, Box 34, care of The Advertising Department, THE DRY GOODS REVIEW, Toronto. (tf)

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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ESTABLISHED 1798

HEWEY BROS

MANUFACTURERS OF

HOOKS & EYES

101-13 BREARLEY ST
 BIRMINGHAM, ENG.

For prices Address
 H. HEWEY BROS. & CO. LTD.

PATENT BAR LOOP

PATENT INDENT SAFETY

ORIGINAL SWAN BILL

CENTER SPRING

MEN'S FURNISHINGS—Continued.

will seize the popular fancy when it becomes time to wear them is a question that no one can answer.

Seen in Dealers' Windows. Three pair, 4-ply linen cuffs, 40c.
Six collars, all styles, 40c.
Fleece-lined underwear, 49c. per garment.

Men's wide braces, 25c. per pair.
Best unlined dogskin gloves, \$1 per pair.
Colored shirts, 75c. each.
Colored shirts, unlaundered, old styles, 39c. each.
String ties, silk mixtures, 25c. each.
Four-in-hand ties, silk mixtures, 35c. each.
Flowing-end ties, silk mixtures, 50c. each.

Order Often,
Buy Lightly.

The Canadian men's furnisher is becoming more stylish, more susceptible to new ideas.

It would behoove the Canadian manufacturers to govern themselves accordingly. It must involve for them a reversal in their policy, particularly in that part of the factory called "shirtdom." In spite of the tariff protection (which we admit is not adequate) that favors Canadian shirt manufacturers, some American houses have been doing business in Canada during the last two months. The fact is not pleasant, but it serves no purpose to be blind to it. The reason for it is just this new-born susceptibility of the retail men's furnisher, particularly he who caters to a high class trade. The Americans have been coming in here with the latest creations of New York, nobby and striking. The Canadian travellers did not have the stuff, so the other people got the business even at higher prices. We do not venture to predict that this trade with American firms will continue, because retailers buying from American houses often say that they don't usually get as good value. But we do wish to point out to the Canadian manufacturers that the Canadian public can appreciate an up-to-date article. Hitherto, the patron of the furnishing store, and the retailer himself as well, have been regarded as slow to take to novelties. We won't argue about the past. We will say, however, that that assertion is not true at the present moment. There is plenty of desire for style in this country, both among the retailers and their customers, and the time has come when that desire must be satisfied. In days gone by the shirt manufacturers have been allowing novelties to run on the American market and have waited to see whether they would come across the line before they ventured to produce them here. The time has come when the manufacturers must take the lead in bringing novelties into this country. This invasion of the Canadian market by American Summer shirts proves it. The retailer is now taking to new ideas. See what a sale the button-hole collar had in the Canadian cities as soon as it was put out! Then, if the manufacturer decides to produce the latest novelties, either of New York or his own creation, he will be compelled to make frequent visits to his customers. The rule he will give the retailer will be: Buy often; but lightly; and pay often. From the manufacturer's point of view this may not be desirable. He may prefer to take two or three large orders a year rather than 12 small ones. But it is not a case of desirability; it's a matter of eventuality. Trade seems to be drifting that way, and to be safe one must be in the swim.

The shirt department of the men's furnishing store will soon be run on the same plan as the neckwear department. Indeed, many up-to-date haberdashers are doing so now. They buy enough fancy shirts to last them only a month; then

they renew in new styles. In this way they keep their stock fresh and stylish.

They always have room for the newest things. A haberdasher who pursues this policy would, at the present juncture, be able to stock those new fancy oxblood, blue and black shirts that have lately appeared on the market. Of course, it would be a foolish merchant who would not be able to order some goods months ahead, but, as for novelties, he ought to have them in stock three weeks after the order has been placed.

The Blue Pencil
Ad. Idea.

Tom Murray, the Chicago haberdasher, has become famous through his blue pencil ads., which he writes on a sheet of letter

paper and pastes on the inside of his show-windows. Much has been written about Tom Murray's blue pencil window cards, and a great deal has been said about Tom Murray's success in his little store on Jackson street, where he started three years ago. The little place has been enlarged each year, and, on May 1, the adjoining corner will be added, doubling his present space, and a hat department will be opened. His first year's sales were \$30,000. The second year \$50,000. The third year \$80,000. Tom credits every dollar of his success to the blue pencil ads. He usually has from two to four, written on large size letter paper, in each window. Trade with this man Murray is never dull. So many merchants asked him for copies of these ads. that he decided to publish a book containing 500 of them, which is now off the press and ready for delivery, price, \$5 each, full particulars of which will be found on his page of advertising in this issue. Here is a specimen of one of Tom's easy-made but trade-catching signs:

*a Sad Tale
Shirt
all broken lines
1⁵⁰ + 2⁰⁰ Shirts.
"Woven Madras",
to close 1⁰⁰
weeping
Tom*

New Firm in
The Swim.

Stewart, Allan & Le Maistre, the lately organized Montreal blouse and shirt manufacturing firm, have not been allowing the grass to grow under their feet during the last two months. Within that time they have found roomy yet compact quarters at 63 to 69 Latour street, set up machinery, engaged quite a large staff, imported the required fabrics, made the goods and placed them upon retailers' counters. In short, they are now

1901

Trade-Winners.

1901

Our
Woollens

and

Knitted
Goods

lines for the FALL season:

Overcoatings, Beavers, Diagonals, Friezes, Etoffes,
Suitings, Pantings, Serges, Venetians, Whipcords,
Flannels, White Blankets, Grey Blankets, Rugs,
Wraps, Horse Covers, Blanketings.

Unshrinkable Shirts and Pants, Fleecy Lined Shirts
and Pants, Top Shirts, Sweaters, Hosiery, Gloves,
Mitts, Clouds, Scarfs, Etc., Etc., Etc.

IF INTERESTED DROP US A LINE.

We will be pleased to submit samples and information.

Strictly Wholesale.

P. GARNEAU, FILS & CIE.
QUEBEC.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

SAMPLES Now on the road.

Our Spring range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

The Berlin Button and Suspender Co.
BERLIN, CANADA.

MEN'S FURNISHINGS—Continued.

in full operation and become important factors in the Canadian blouse and shirt trade. They intend to deal in high-class goods only, and they will strive to be known as the shirt and blouse novelty house of Canada. They will cater to that trade that wants fresh goods every month at least. And what bright retailer has not seen the advisability of so conducting his business?

At present they are making no shirts under \$9 a dozen, employing only American percales, English cambric and Scotch zephyrs. Mr. Stewart has already shown his commanding position in "shirtdom" by the introduction of some striking features into his shirts. The most important is that all fancy shirts he now turns out will have fronts that look like one piece. Generally, the pattern on the bosom on the open-front shirt looks split; "Salem" brand fronts are all matched with the prominent stripe running down close to the over-lapping

goods that can be retailed at 50c. per garment. A number of other job lines, in men's Balbriggan, cotton and natural wool underwear, are offered at less than mill prices. A good thing in neckwear is a line of flowing-end mercerized ties. They have been selling rapidly. They retail for 25c.

The Gault Brothers Co., Limited, report that they have been very busy in their neckwear factory supplying the Easter demand. They claim now that they have as many orders as they can handle satisfactorily and allow them to give their usual due attention to style and make-up. The run on shapes is mostly on butterfly bows, and 1¾ inch reversible derby, 52 inches long. Both sides are suitable for the high turn-down collar. The derby is a line that is very light and will not bulge the collar. Moreover, the knot is easily slipped and adjusted. They are showing two styles, No. 226, straight, at

\$4.50 and No. 227, at \$4.25.

They have already sold a great many English foulards in spots and neat designs. They expect this class of goods to run throughout the Summer, for there is nothing in sight yet to take their place for a nice neat

light Summer tie. They will be showing these goods by April 15 in light cream, browns as well as navies.

In their shirt factory The Gault Brothers Co., Limited, who have completed all orders for stiff fronts, are just about ready with samples of soft negligees. Travellers are now on the road showing some new lines in white cheviot grounds with colored designs—they look quite chic.

The W. R. Brock Co., Montreal, are showing a bright range of men's fancy regatta shirts for Spring—new patterns and fast colors.

The demand for Summer clothing is very heavy. Duck trousers and white-striped suitings are in good favor. Caulfeild, Henderson & Burns judge from the orders sent in that the trade will be one of the largest yet known. In colored hosiery they are experiencing a good demand, almost wholly on fancy striped goods in cashmere and cotton. The high turn-down collar is shown in Austrian, Canadian and English makes. In regatta shirts they find the most elaborate patterns to sell the best. The new stock of ties just received from the New York market does not show any particular color to be predominant, though a good deal of grey and blue mixtures may be noticed. The patterns are, in the majority, stripes, running vertically or diagonally. The demand for derbies is on the 1¼, 1½ and 1¾-inch goods. The long 52-inch derby is selling well, and for Summer wear is expected to lead, as it is intended to be worn when the waistcoat is discarded. Flowing-ends are being sold in fairly good quantities. They show the new King Edward VII. tie, but, like everyone else, express doubts as to whether its sale will be large. If so, they say it will be in the Summer. Men's and boys' sweaters are selling well, in all the old patterns and colors. The new umbrella with patent slide is taking hold of the trade rapidly.

In men's furnishings, the Wyld-Darling Co., Limited, say a good demand has been felt for the new Windsor bow. This is a new idea, and, being already naturally tied, it will be appreciated by those (and they are many) who cannot tie a good bow. Although all sorts of shapes and sizes of collars are offered, the great demand is still on the high turn-down. This firm, it might be mentioned, supply this collar in an



The "Strathcona"—The Centre-Stripe Idea—The Latest Novelty. 1¾ inches wide, 50 inches long. Now making in a variety of grounds and colored stripes. These silks are woven to order in Creffield for The Niagara Neckwear Co., Limited, Niagara Falls.

edge. It immensely improves the appearance of the shirt. Ox-bloods and blues in solid stripes of different widths are the leaders, with black and white following closely. Various combinations of these colors are also shown in striking effects. The tan and greyish blue shades are the two newest colors in cloth. All "Salem" brand shirts are put up in ¼-dozen boxes.

The Buyer in
The Market.

John Macdonald & Co. report that 1,000 doz. men's cashmere hose which have just arrived can be retailed with good profit at 20c. The underwear stock contains some lines that dealers may make good use of. These are some English natural wool

To print 2500
We send out NOTHING but



Reliable
**Reliable,
 Good-Fitting
 and Up-to-Date**

...Styles

Our Waists are all made in the latest PARISIAN and NEW YORK STYLES and EFFECTS.

If our traveller has not called on you drop us a card, and we will arrange to show you samples.

THE NEW YORK SILK WAIST MFG. CO.

10 St. Helen St., MONTREAL.

Pewny's Gloves

never make old stock.

**The Latest Styles
 Correct Colorings
 and Perfect Fit**

ensure them a ready sale.

DON'T FORGET THAT

EVERY PAIR IS GUARANTEED.

S. Greenshields, Son & Co.

MONTREAL, and VANCOUVER, B.C.

Sole Selling Agents for Canada.



WHY DON'T YOU WEAR
 "STANFIELDS" YOU CAN'T
 GET THAT SUIT WASHED AGAIN.

It's the Difference

between the month old egg and the egg of to-day that gives the latter its value.

It's the Difference

between the ordinary underwear and Stanfield's Unshrinkable Underwear that makes Stanfield's more desirable.

With Your Permission

we appoint you a committee of one to ascertain why so many of Stanfield's are now sold. If you investigate the matter thoroughly you will sell them too.

The oldest Unshrinkable Underwear in the world is Stanfield's.

Truro Knitting Mills Co.

Sole Manufacturers,

✻ ✻ **TRURO, N.S.**

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS AND MILLNERY

Dry Goods, Cloth, Tweeds, Drills, Ducks,
Cottons and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.

158½ King St. West, Toronto.

123 Bank St., Ottawa.

47 John St., Quebec.

Oxford Tweeds



HIGH-CLASS,
PURE WOOL

Stylish Fabrics

FOR

Ladies' and Gentlemen's Spring Wear.

NISBET & AULD,

Selling Agents, TORONTO.

Oxford Manfg. Co., Limited

SOLE MAKER,

OXFORD, N. S.

BALDWIN & WALKER,

LIMITED

HALIFAX, ENGLAND,

Are the Makers of the Celebrated

“LADYSHIP”

KNITTING AND FANCY WOOLS.

Their Agents in Canada are

JOHN GORDON & SON,

17-19 De Bresoles Street,

MONTREAL

who now hold a representative stock ready for the Spring trade.



Brock Company, (Limited)

(LATE JAMES JOHNSTON & CO.)

Cor. St. Helen and Recollet Sts., - MONTREAL.

Have in stock a full range of the following **Popular Lines**
which are in constant demand:

CORSETS,

B. & C. "ERECT FORM"

THE BEST SELLING LINE IN THE TRADE.

SATEENS,

PLAIN AND MERCERIZED

THESE ARE VERY MUCH IN DEMAND.

DRESS GOODS,

WE HAVE SEVERAL LINES WHICH WE ARE
JOBGING AT POPULAR PRICES.

WRITE FOR SAMPLES.

LADIES' CLOTH, ^{IN} BLACK. PLAIN AND FANCY OPERA FLANNELS

ARE SELLING IN LARGE QUANTITIES.

SAMPLES OF **FALL UNDERWEAR** ARE NOW IN THE HANDS OF
OUR TRAVELLERS.

MEN'S FURNISHINGS—Continued.

improved shape. It is made so that the head can be held erect, no pressure being felt on the back of the neck as in some other makes. Among the Spring umbrellas is a line with the new runner adjustment. This is taking well with the trade. Fancy striped underwear is also selling better than in any previous season. In fancy colored cotton half-hose the best sales are on tan grounds, with fancy pink, blue or green stripes. Black cotton hose with natural wool or balbriggan feet are well liked.

In furnishings The W. R. Brock Co., Toronto, mention a number of special things which the retail buyers will be glad to know of. One is a nice selection of pearl and ivory buttons in sets especially for fancy waistcoats. New York neckwear is now being exploited, and a line of polka dot derbies in white, red, black, and navy grounds with polka dots of various sizes will sell well. New values in men's waterproofs, American and English makes, can be had. This house's regatta shirts, the "Bird" selection, have proved great sellers. The values are exceptional, retailing from 50c. to \$1.25 a shirt. Sweaters, all sizes and kinds, retail from 50c. to \$3 each.

The Beaver Rubber Clothing Company, Limited, Montreal, have done their utmost during the past few years to make reliable goods, on which they charged a fairly profitable price. They claim that they can say that 99 per cent. of their customers have sent in repeat orders. They are now compelled to put a coat on the market on which they don't expect to get repeat orders. They are forced to put out this coat by the persistency with which the Americans unload their surplus stocks in Canada. They are now going to show that Canadians can make anything that the Americans produce, and at equal prices. The new coat sells at \$2, is double-breasted, has a velvet collar and a slit on each side. They expect to beat the Yankees on this coat. This firm are now showing a coat made in the best coverts obtainable in four different shades, Nos. 707, 708, 709 and 710, to sell for \$6.65. It can be had either single or double-breasted, is made with a raglan pocket, is beautifully finished and is an A1 fit. A raglan of the same is worth \$7.40, and can easily be sold for \$10 without fear of competition. They also have an all-wool serge in black and blue, which they sell for \$6, double or single-breasted. The

raglan is 75c. more. If their travelers have not seen any merchant, he is requested to write for samples and they will be forwarded immediately.

What Our Readers Are Doing.

A new store with bright prospects has been opened at St. John, N.B., by Mr. J. N. Harvey, for many years in the clothing business in Moncton, N.B. The store has been renovated and shelved, and the display of men's and boy's furnishings is attractive and bright looking. The first day of opening was March 16, and the large number of patrons must have been very encouraging.

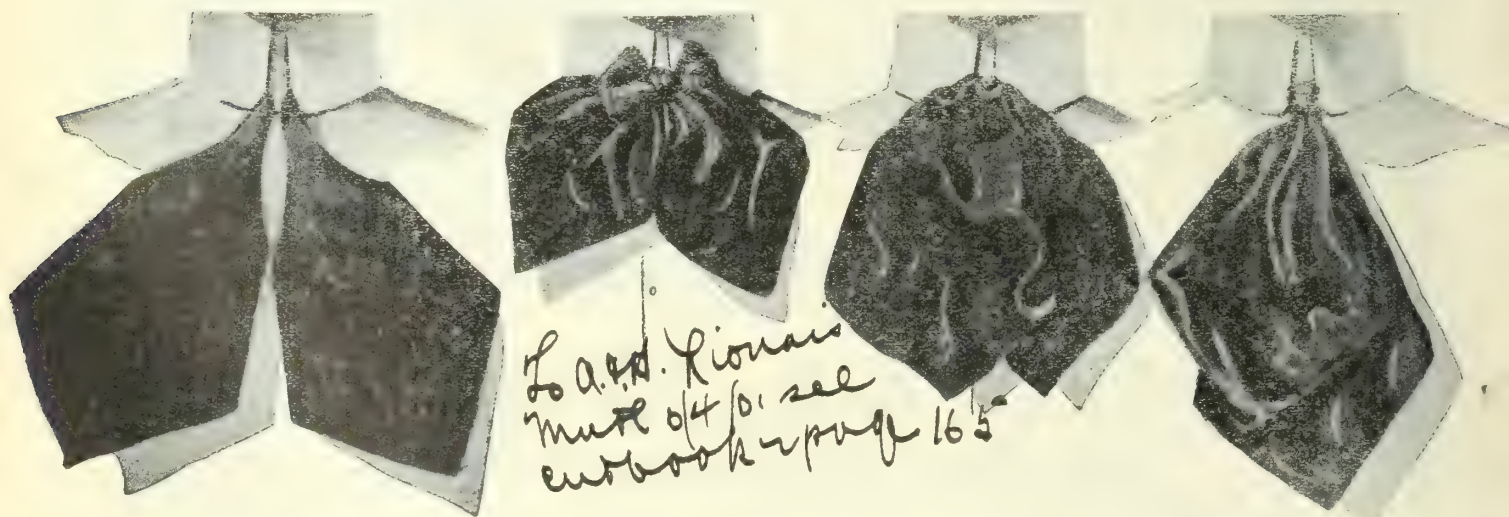
Another new clothing store opened on March 16, was Campbell's at Brantford, Ont. Mr. C. H. Dunn is manager, and the stock of men's clothing and furnishings is one that cannot be excelled in the city. The new system of fitting is one that customers as well as those in the store will appreciate. The clothes are hung in large cabinets, of which there are 18, and are completely hidden, except through the glass doors. The sizes are systematically arranged so that any one can be found in a moment. In the men's furnishings department three "Silent Salesmen" showcases exhibit the goods to the best advantage.

A. F. Lauder, of Kamloops, B.C., has bought Hopkins & McLean's stock of furnishings and will conduct business on his own account. Another Kamloops enterprise in the same line is the opening of a store by L. F. Blair, who has been with R. E. Smith and John Beaton during the past 10 years and has good experience to work on.

The London branch of Oak Hall is stocking men's furnishings, which, after all, is a natural ally to ready-to-wear clothing.

R. B. Gunn, of Seaforth, Ont., who sold his dry goods stock to W. C. Learoyd, Galt, Ont., retains the men's furnishings line of his business.

The dissolution of Messrs. Campbell & de Hertel's partnership, Perth, Ont., has caused Mr. de Hertel to join with A. T. Wilson in boots, shoes, trunks, valises and ready-make clothing.



BEFORE TYING.

TIED AS A WINDSOR BOW.

TIED AS AN ASCOT.

TIED AS A FOUR-IN-HAND.

The "King Edward VII.," Manufactured by The Niagara Neckwear Co., Limited, Niagara Falls.

Leather and Duck Coats

SEVENTY-FIVE STYLES

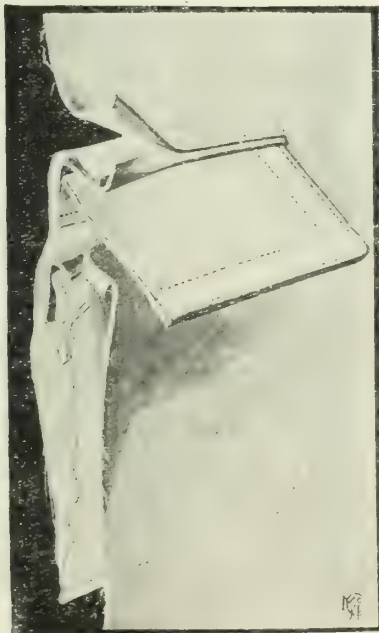
THIS ONE ABOUT THE BEST

In 9-oz. Duck, lined with Sheepskin with wool on, Etoff or all-wool Kersey Cloth. Oil-dressed Sheepskin, lined with a warm serviceable plaid lining or Corduroy. 9-oz. Rubberized Duck, lined with all-wool Kersey Cloth.

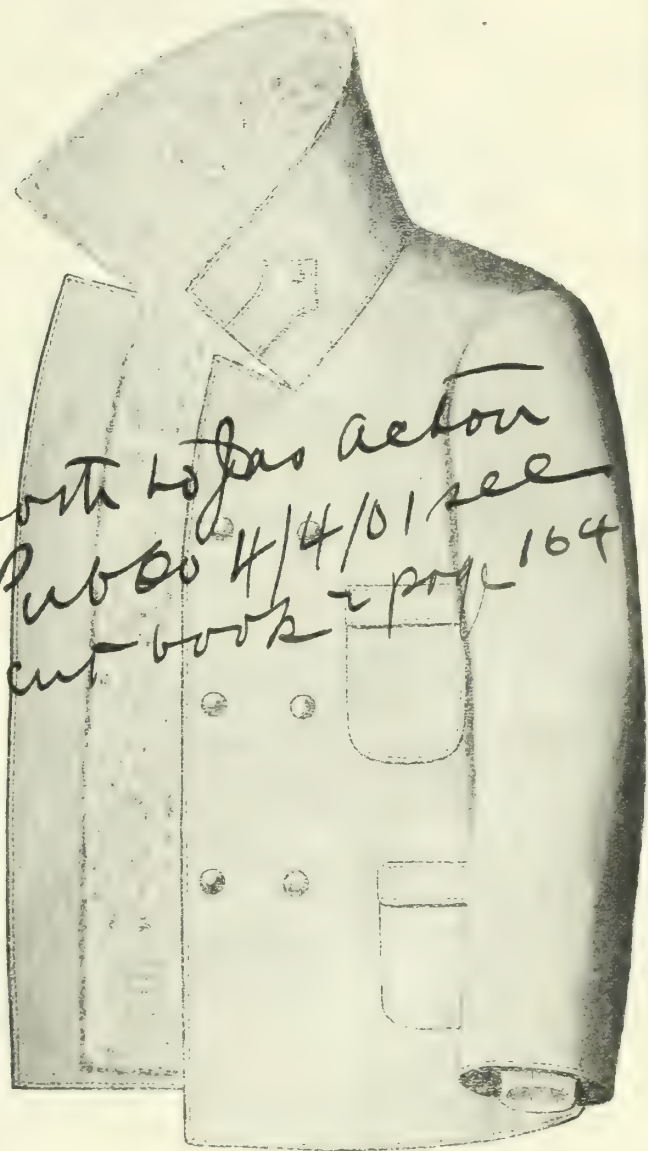
Reversible with Duck and Corduroy, Duck and Leather and Leather and Corduroy, Duck and Etoff.

Deep collars, ball and socket fasteners, "Kantilever" pockets, patent knit wrist sleeves (except in Reversibles).

The biggest line in Canada—our customers say the best values too.



Showing construction of "Kantilever" pocket, can't tear, rip or bag.



H.B.K. Duck and Leather Clothing Specialties.

OUR CATALOGUE WILL BE READY TO MAIL IN A WEEK OR SO.
IF YOU LIVE OFF A RAILROAD GET ONE.
GET ONE ANYWAY FOR SORTING FROM. IT'S FREE.

THE HUDSON BAY KNITTING CO.

No. 30 St. George Street,

Montreal, P.Q.

THE CANADIAN DRESS CHART.

APRIL, 1901.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned- down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at wed- dings.	Fancy shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Fancy, of fashion- able shades.
Gloves.	White or grey suede at wed- dings, tan on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

Mann, Byars & Co.

DRY GOODS

EXPORTERS

GLASGOW, SCOTLAND

AGENTS IN CANADA:

Alex. Peden, Montreal, for Quebec and Eastern Ontario.

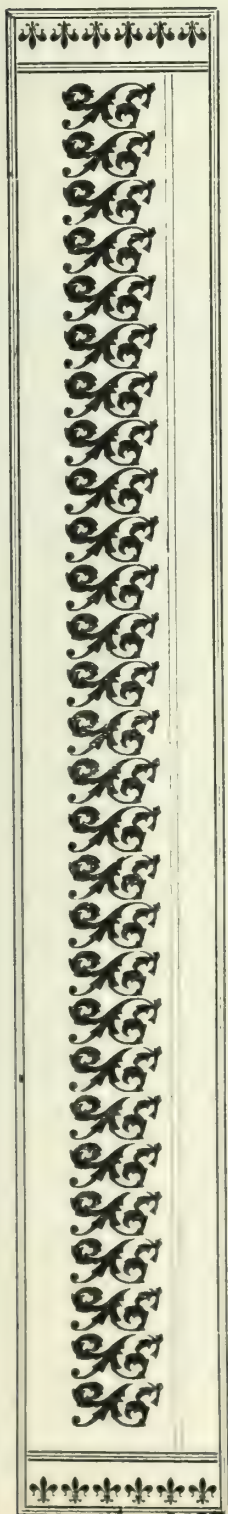
Milton Kerr, Toronto, for Western Ontario.

C. H. Barbour, St. John, N.B., for Maritime Provinces.

J. L. Beckwith, Victoria, B.C., for Manitoba to B.C.

SPECIAL NOTICE.

For next Fall and Winter, we show the Latest designs from Berlin and New York in LADIES' COATS AND CAPES, produced in our Glasgow Factory, thereby giving full advantage of the Canadian Preferential Tariff.



DRESS GOODS.



HE dress goods departments have all done a good trade during the past month. Owing to the uncertainty that prevailed early in the year in regard to what was to be the feature of the Spring fashion in cloths and colors, many merchants held aloof from the market with the idea of coming in at the last moment. The last moment

has been the month of March, for Spring dress goods must be on display for the Easter millinery openings. Consequently, March sales of dress goods have rolled up to a good volume. In fact, the rush on certain lines has bared the market.

PROMINENCE OF CASHMERES.

Of cashmeres this is particularly true. The feeling for cashmeres is getting stronger every day, and, while they are always regarded as a staple, it would appear as if they were going to assume the importance of a staple and a novelty at one and the same time. This is, in fact, one of the features of the month.

FRENCH CLOTHS IN FAVOR.

And yet it is not a strange or startling feature, for all soft clinging cloths are not only holding their own, but gaining in popularity. It cannot be denied that English cloth manufacturers have been largely cut out of the Canadian market by the French manufacturers this year. The demand runs almost entirely upon soft, silk-warped materials of every description that will appear to advantage in a costume for house, reception or dinner wear. Buyers can well keep in view that the women of to-day are particularly desirous of attaining the spirituelle effect, and this can be best brought about by building up costumes from such light-weight materials as silk warps. Voiles, boxcloths, albatross, bengalines and venetians are all selling and make up the bulk of the dress goods shipments of to-day. Some tweeds are called for, but the demand seems limited. The leading colors are greys, fawns and reds. Browns are improving.

FABRICS FOR SUMMER.

Even in the printed goods cashmeres are assuming an important position. These, with French printed flannels, will be used quite extensively for light Summer blouses. And blouses are not to be neglected this year, on account of the want of so many of these to wear with boleros or Eton jackets. Plain French flannels are also very fashionable for blouses. The popularity we have before noted for printed delaines is continued.

OTHER FABRICS IN DEMAND.

Grenadines continue to sell and are considered quite stylish. In the light pastel shades they will be much sought after for young ladies' gowns. In blacks also this cloth is wanted, being admired for its soft and rich appearance. But all plain or small figured black cloths are considered good property. Granite cloth is a desirable thing just now, while serges are called for very often. Then crepe de chimes, mignonettes and crepolines continue to maintain prominent positions. It is

thought that the fashion for white waists will lead to a heavy demand for black skirts, and that before long black lustre will be wanted for this purpose.

Homespunns are neglected except for rainy-day skirts, which, by the way, are growing in popularity and becoming a more important feature of the business.

In silks, taffetas continue to be leaders and it would seem that they will continue to hold their position for some time. Peau de soie and tamelines, particularly the latter, are other favorites. Tucked blouse silks are a feature.

THE FALL OUTLOOK.

Already the trade is agitating itself about Fall dress goods, but as yet there have not been many changes loom in view. There is no doubt that plains will continue to hold sway. Armuses in small effects are said to be coming in as the correct thing, while leaders in plain cloths will be satin and beaver finished cloths. Materials as lustrous as prunella are also talked of.

In silks, there are those who are trying to prepare the way for fancy warp silks, but men who have been to France quite lately say different.

DRESS GOODS NOTES.

The Gault Brothers Co., Limited, Montreal, have foreseen the demand for French flannels and can supply the trade at once either in pastel shades or staple colors. These goods are sure to continue immensely popular for blouses. Among their offerings of white goods for Spring are some piques and welts that will come in as good stuff to offer for white skirts.

The W. R. Brock Co., Montreal, are showing some clearing jobs in dress goods and will send samples of the same on application. The feature of their silk department is a range of prices in black taffetas that they have just opened out.

S. Greenshields, Son & Co. have accepted a chance to secure a cheap line of English printed foulardines. These goods look remarkably like Lyons printed silks and come in all the newest colorings and designs. The retail price will be 25c. The samples already shown have sold quite a quantity ahead and dealers having room for some more goods should not miss the opportunity to write for samples—and that immediately, for the orders cannot be repeated. They will be in stock in a day or two.

Muslin is commencing to move again. The greatest demand, say John Macdonald & Co., is on Swiss spots and India linens in fine makes. In dress goods, plain Amazon cloths in light weights and shades are being asked for a good deal. Light greys go best. Grenadines, in light colors for evening wear, and black in checks, and stripes, silk and wool mixtures, are also good. Cashmeres, in light shades and reds, are strong. The demand for delaines has been very heavy. Paisley patterns and spots predominate. In the latter the leading sellers are white or black spots on red, mauve spots on black or white and red spots on white. The demand for cotton and satin back velvet ribbons is as good as ever in black. White, black and colored taffetas are also good. Valenciennes laces in narrow and medium widths are going well. In ready-to-wear goods blouses are very strong in prints and muslins. Indications are that white will be stronger than ever for Spring. They have put out a new blouse in white, with handkerchief effect, that is taking well. Wrappers are going pretty well in neat stripe effects. In skirts, flares and flounces are in much the best demand. Foulard costumes are commencing to move, and indications are that

PERFECT

in every detail
are the

WRAPPERS

manufactured
by

THE

Maritime Wrapper Co.

Limited

Ontario Agent:

J. H. PARKHILL,

207 McKinnon Bldg., Toronto

WOODSTOCK, N.B.



"Come here a minute, I want to show you something. See that shirt? I bought it about two months ago. It fit me then." Stanfield's Unshrinkable Underwear don't grow smaller.

OUR GUARANTEE.

Stanfield's Unshrinkable Underwear is warranted to be pure Nova Scotia Wool and will retain its elasticity and softness. Guaranteed not to shrink in the washing.

BEWARE of worthless imitations.

Our samples will be opened for your inspection in a few days.

Truro Knitting Mills Co.

Sole Manufacturers,

Truro, Nova Scotia.

THE JACKSON SUSPENDER CO.

.... Manufacturers of the

PATENT
SWIVEL BACK

SUSPENDER

Prices \$2.00 per dozen and up.
Send 50c. for sample pair.

THE JACKSON SUSPENDER CO.

15 Leader Lane,

TORONTO, CAN.

they will be very good in the regular foulard patterns. Some nice imitations of these are also shown. In blouses and costumes the Bishop sleeves are in demand in all lines of goods.

S. Greenshields, Son & Co. are showing a nice assortment of taffeta and tamaline silks, tricked in fancy stitching for blouses. It includes all the newest colorings, among which are strawberry, new blue, helios, drabs, fawns and slates. These have been taking well during the last few weeks and the dress goods department finds considerable difficulty in securing goods fast enough.

WOOL SALES IN LONDON.

The March wool sales in London have been well attended. Cable reports say that the number of bales offered was 133,497, of which 6,500 were withdrawn. The arrivals for the next series of auction sales, which open April 4, number 191,859. Superior scoureds and crossbreds were firm, while merinos sold generally 10 per cent. above the first series.

DEATH OF HON. MR. PAQUET.

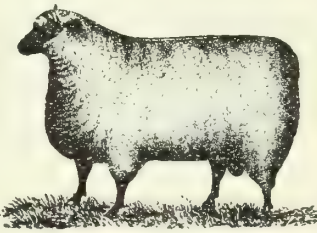
The death at Quebec March 29 of Senator Arthur Paquet at the early age of 45 removes an active and successful manufacturer and dry goods merchant. Senator Paquet succeeded the late Senator Deblois in the Senate some four years ago. He was head of the large dry goods business of which his father, Z. Paquet, was the founder. The aged gentleman is still living. The Senator and his brothers took over the St. Roch's business a few years ago, and at the session of the Quebec Legislature, just prorogued, a Bill was passed incorporating a joint stock company to take over the business. Senator Paquet some years ago established a large fur factory

for the wholesale trade in the large building at Hare Point, formerly occupied by the Quebec worsted factory, and where hundreds of hands are employed. The deceased's personal estate will probably aggregate \$1,000,000. He employed in all about 1,000 hands.

The W. R. Brock Company's Montreal staple department have opened out their "A O.A." ticking, the line that retails at 25c. Also the (imported) "Perfection" plaids, best shirting. They show a wide variety of patterns in the above lines.

The tailoring and clothing business until recently carried on by Thomas R. Jones, under the style of "Doherty & Foster," in St. John, N.B., will be purchased by another company, which is to be incorporated under the name of "Doherty & Foster, Limited," with a capital stock of \$5,000. The directors are: Thomas R. Jones, Wm. Doherty and Francis H. Foster, all of St. John. The new company will manufacture and import goods in connection with the tailoring and clothing business.

The first shipment of the new midsummer prints in the popular Crums has just been placed in stock by John MacDonald & Co.'s linen department. Theirs is the only house in Ontario handling these goods. Novelties in American prints and a special job line of flannelettes to retail at 5c. are going well. Notwithstanding the strong advance they are selling all lines at old prices. The linen department is more of a special feature than ever and more room has been given to it. All through the house the system has been changed slightly so that in closing out odds and ends of goods in large lines, the largest buyers do not get an advantage over the smaller merchant. Instead of selling a whole line to the large dealer, they put a price on the goods so that they can be handled in quantities to suit any merchant in the trade.

Pure  Wool.

*Spring has come.
Fall is coming.*

To help you prepare for the latter, we desire to call your attention to our range of **FALL WOOLLENS** which are now being shown by our Sole Agents, Messrs. Dignum & Monypenny, of Toronto. Our samples include **LADIES' CLOTHS, VENETIANS, FRIESSES** and **HOMESPUNS; MEN'S SUITINGS, FRIESSES, OVER-COATINGS** and **YARNS**

A Careful Inspection is Invited.

HARRIS & COMPANY
Limited
ROCKWOOD, ONT.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT **NECKTIES**

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST
TORONTO.
ONT.

The Galt Knitting Co., Limited

GALT, ONT.



Samples for Fall 1901 now in
our several agents hands.



**Underwear
Eiderdown Specialties
Shoe Linings**

GREENWOOD & MOULDS

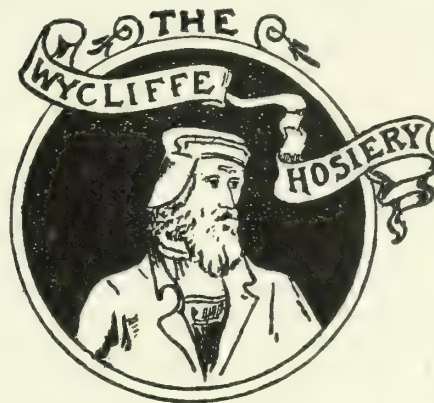
Hosiery Manufacturers

59 Gresham St.

F. Merryweather
Manager.

LONDONWorks: **LEICESTER** and **LUTTERWORTH.**Hosiery of every description.**WYCLIFFE BRAND**

of Ladies' and Gent's Underwear, All Wool.
Unshrinkable, has a first-class reputation,



Our export trade
increases by leaps
and bounds, goods
must be right, in-
struct your buying
agent to get some
of the Wycliffe
Brand for you.

CAULFEILD, HENDERSON & BURNS,

17 and 19 Front St. West, Toronto.

—NOVELTIES IN—

**New American Tie Silks.****THE VERY LATEST.**

Also just received, Repeats of a number of Fancy and Blazer
Flannels and Cashmere Serges for Outing Suits which have sold
so well.

Golf Coats a specialty.

SEASONABLE LINES—Umbrellas, full ranges, with the new patent runner.
Special value in Rubber Coats.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

CLOTHING AND WOOLLEN TRADE

NO CHANGE IN WOOLLEN DUTIES.

THE committee that waited upon the Government at Ottawa, with the purpose of inducing them to make changes in the preferential tariff so that it would be less hurtful to the woollen industry of Canada, apparently failed in its object, as the budget showed that nothing has been done in this regard. No further steps are likely to be taken by the woollen men to secure the granting of their demands until next session, when it is probable that the original big deputation, consisting of some 200 representatives of the woollen industry from all parts of Canada, will bring the matter again before the Government's notice.

VIEWS EXPRESSED IN PARLIAMENT.

Among the woollen manufacturers who have given their views in Parliament on the preference is Mr. W. R. Brock, M.P., for Centre Toronto. He said that the people who were suffering on account of the preferential tariff were the manufacturers. The woollen manufacturers, with thousands of dollars invested in their plants and buildings, were among them. He said that injury to one industry in a town was injury to all of them. The present situation was a very critical one for the woollen industry. Every business needed money to be carried on, and none needed more than the woollen industry. When once the banks and other financial institutions lost confidence in them, these industries were injured to a greater extent than could be repaired by any change in the tariff. There were several ways out of the difficulty; to shut up the factories, to run them on half-time, or to reduce the wages. The last was the one that would have to be taken. The wages of employes would have to be reduced at the rate of one to three, and this was something with which first-class workmen would not put up. The result would be that these men would go to the United States. We were part of the Empire, and Mr. Brock did not understand why a manufacturer in Yorkshire should be given a preference over one in Canada. It was not only a preference to Yorkshire, but to Germany as well. He knew of cases where goods had been taken into Yorkshire, from Germany, partly manufactured, run through a machine, weighted up a few ounces to the yard, finished and sent to this country. Other cases of this kind were numerous, but it was impossible to get particulars of them.

Mr. Kendry, member for West Peterborough, managing director of the Auburn Mills, Peterborough, was also opposed to the tariff. The woollen industry, he said, was one of the oldest in the country, and none had done more for the development of the country. Those engaged in that industry were among the most intelligent and industrious class in the country, but they were being driven to other countries by the preferential tariff. He was personally interested in one mill which would have to close under that tariff. The Minister of Customs had shown that 56 per cent. of the increase in imports under the preference was woollen and cotton goods, and 28 per cent. of the whole increase was on woollen goods. About \$7,000,000 worth of woollen goods alone had been

imported. He declared that a large number of the very best employes of these mills were going to the United States. In Canada, labor cost the mills from 50 to 75 per cent. more than in England, and therefore they could not compete with them.

CHINESE COMPETITION IN GARMENT MAKING.

The royal commission appointed to inquire into the state of labor in British Columbia, as it had been affected by Chinese workmen, elicited some interesting facts about the tailoring trade in Victoria.

Mr. James Grant, of Thomas & Grant, merchant tailors, in contrasting the conditions of the trade 10 years ago with that of to-day, said that there were then 18 tailor shops in Victoria, the men employed in them making about \$18 per week and the women \$10. Now, with the competition of the Chinese, the men made about \$12 per week and the women \$6. The decrease in the number of white men employed, leaving out the increase in population, was 54; and in the women employes 45. The present number of white journeymen tailors was 21 men and 30 women, against 90 men and 40 women in 1891. About 54 Chinese were now employed in tailoring, against one in 1891.

The making of clothes, continued Mr. Grant, cost about the same all year around among the white tailors, the average being \$9 to \$15 per suit. The Chinese rate was much lower. The white merchant tailors could do three times the business at little increased expense if they had no Chinese competition. There were two wholesale firms who gave out work to be made up by Chinese, who did it at a price that no white tailor could attempt.

Mr. Clive Philipps-Wolley, formerly Provincial Sanitary Inspector, after speaking of the unsanitary conditions in which the Chinese lived, and the danger to the rest of a community that their presence involved, said that he preferred the Japanese, as they patronized white merchants and imitated the ways of the whites. From an Imperial point of view it was said to be essential that a part of the Empire should be sacrificed for the whole, but the first duty was to show that the sacrifice was necessary.

Mr. Logg, a journeyman tailor, who had been engaged in Victoria in 1890, stated that he had then averaged about \$20 per week, by the week, and \$25 per week, by piece work. His present earnings were not sufficient to keep his family clothed and feed and educate his children as they ought to be.

Tim Kee, who called himself a tailor and employing agent, was the first Chinese witness called. He was now employing two tailors, he said, though last year he had five and another time six. He made ordinary suits, working clothes and Chinese clothes, but did no ladies' tailoring. His employes boarded and lodged with him, this being thrown in with the wages. He paid \$25, \$30 and \$35 per month wages. For the cheapest coat he charged \$8. A cheap suit would be \$14. Better suits ran as high as \$25. The making of a \$14 suit would be about \$8; of a \$20 suit, \$10, and of a \$25 suit, \$12.

NOTES OF TRADE.

The Calgary Clothing Company, Calgary, N. W. T., reopened its business on March 7. They have placed in a new stock of all lines they carry.

The Semi-Ready Clothing Company, of Montreal, have applied for incorporation, with a capital of \$200,000. The

M. SAXE & SONS

WE ARE NOW COMFORTABLY ESTABLISHED IN OUR NEW QUARTERS, AND PREPARED TO CATER TO THE TASTES OF MERCHANTS ALL OVER THIS BROAD DOMINION. WE ARE SHOWING A LINE OF YOUTHS', MEN'S AND BOYS' GARMENTS NEVER EXCELLED IN COMPLETENESS OF ARTISTIC EFFECT, AND CONTAINING ALL THE LEADING STYLES. OUR PRICES WILL, WE ARE CERTAIN, DELIGHT YOU. FIND OUT FOR YOURSELF BY DROPPING US A POST CARD.

SEE OUR LINES OF MEN'S ALL-WOOL GENUINE FRIEZE ULSTERS, EXTRA HEAVY-WEIGHT TWEED, LININGS ALL SHADES, AT \$4. SEE OUR 38 DIFFERENT PATTERNS OF MEN'S DOUBLE-BREASTED ALL-WOOL TWEED SUITS, AT \$5. SEE OUR SPLENDID VALUES OF MEN'S DOUBLE BREASTED SUITS, AT \$4 AND \$4.50. THEY ARE THOROUGHLY UP-TO-DATE, BOTH AS REGARDS FIT, FINISH AND ATTRACTIVENESS. OUR MANY NEW CUSTOMERS TELL US THAT THEY ARE DELIGHTED WITH THE MANNER OUR CLOTHING IS TAKEN HOLD OF BY THEIR CUSTOMERS. SHOULD OUR TRAVELERS FAIL TO CALL ON YOU, LET US KNOW, AND WE WILL SEND YOU SAMPLES, EXPRESS PREPAID.

Our
New
Address: **18 St. Helen St., Montreal**

CLOTHING AND WOOLLEN TRADE.—Continued.

names of the applicants are: W. H. Wyman, A. Mercer, H. A. Beatty and R. D. Chipp, of Montreal, and Robert Neill, of Peterborough.

John Macdonald & Co. are showing some specials in fancy worsted trouserings in a large variety of patterns, which are offered at 60c. per yard. Another special is a 54-inch tweed suiting in Canadian, Scotch and English makes, at \$1 per yard. Black and blue worsteds and serges are in good demand. Ladies' costume cloths are shown in homespuns, venetians, boxcloths and covert cloths. A shipment of 40-inch fancy slesias in new designs has just been received.

The Canadian woollen mills have not commenced to show their Spring, 1902, samples to the clothing manufacturers as yet, nor will they until May 1. The Fall samples show a tendency towards greys and grey mixtures. For overcoatings, beavers will not go so well for Fall as they have been during the past Winter and Fall, their place being taken by worsteds.

The Gault Brothers Co. are placing on the road, this month, their new range of samples for Fall in imported woollens, consisting of Scotch and West of England suitings, cheviots and saxonies—fancy worsted trouserings, checks and fine stripes, and Scotch tweed trouserings. Their "Aquascutum" cloths in plain and herringbone effects will be very popular—they are absolutely rainproof. A full range of Winter overcoating, containing many novelties in cheviots and vicunas, curls and chinchilla naps. They have made a speciality of overcoating this year, and their display is larger than ever. In addition to full lines for men's wear, they are showing a magnificent range of costume cloths from their famous Columbian mill in cheviots and friezes, camels hair and kempi effects, venetians and boxcloths, reversible skirtings, etc.

A new clothing store is being opened up in St. Catharines, Ont., by Messrs. Ecclestone & Neelon. A full line of ready-made goods will be carried, and a specialty will be made of boys' clothing of this kind. They will run two stores. Mr. Ecclestone has had many years' experience in the business, and the popularity of both members of the firm will further insure success in this new enterprise.

A SCHEME TO MEET DEPARTMENTAL STORE COMPETITION.

Editor DRY GOODS REVIEW. — SIR, — I read with interest in the last issue of THE DRY GOODS REVIEW of the united action the merchants of Wolfville, Nova Scotia, are taking to fight the large city departmental stores, which I think is a step in the right direction, and is most commendable. But, in my opinion, they do not go far enough, as they have only one bargain day in the year, while the departmental stores are advertising a bargain day every week in the year.

The best way to fight departmental stores is with their own thunder, or, in other words, with their own weapons.

I would like to suggest a method to the readers of THE REVIEW which, I think, would be more effectual in combating the influence of the big departmental stores in country places. The big departmental stores depend upon the city trade as their paying trade, and, in the city, with the exception of a few bargain-day cut prices, which are mostly for out-of-season goods, remnants and other damaged or short-measure goods, such as wall paper, spools, tape, twine, yarn hems, which have not got the full complement of feet or yards as are usually made for and sold by the general trade, and which are made

expressly for departmental store leaders, they keep up the price of their goods in the city, and, in some cases, especially with the wealthy class, they get fabulous profits. All their cut-throat business is done in the country, with the exception of goods carried by a few specialty merchants in the cities, such as druggists, grocers, confectioners and jewellers, whom they endeavor to wreck as speedily as possible by making leaders of their best paying lines, where they know they cannot depend upon the steady and constant trade of the country people.

The method I would suggest is that all the first-class country towns, where they have no departmental stores, such as Woodstock, Stratford, St. Catharines, Galt, Paris, Berlin, Perth, Smith Falls, Almonte, Pembroke, and all the small villages, unite as one firm or company and get up a first-class catalogue, such as Eaton gets up, with cuts and prices of all the goods actually sold. In this catalogue I would place all kinds of goods suitable for all classes of city trade, the cost of catalogue to be borne by all the merchants of the town, or by a dozen of towns combined. To put the prices of all goods listed therein right down to cost, with only margin enough added to pay for cost of catalogues, freight on goods from Montreal, Toronto, etc., and other incidentals. Flood the cities with these catalogues. Pursue exactly the same method in the cities that Eaton and others do in the country. Keep up the prices at home, and sell at cost or nearly at cost in the cities. The goods could be imported direct to the town from where the catalogues are issued, or you could send an agent to the city. Say, one to Montreal and one to Toronto, and open a sample-room and have samples of all goods listed in your catalogue to choose from. He could also see faithfully to the distribution of the catalogues to every family in the city, and, as the orders came in, which could only be filled for spot cash, they could be sent to the towns, or they could be sent in direct to the wholesale house or manufacturer in the city, saving the cost of express or freight on the goods.

If all the country merchants in the country were to combine and pursue some such method as above suggested, I am of the opinion that if it was faithfully carried out they could wreck every departmental store in the country inside of two years. As self preservation is the first law of nature, it behooves us to wreck them, as they are apparently going to wreck us or reduce our business to such an unprofitable condition as to deprive us of anything but the most meagre existence.

SUBSCRIBER.

Cobden, Ont., March 25.

The Brock Company's linen department, Toronto, shows three specials in cream damask table linen, a 60-inch, to retail at 25, 35 and 50c., which they offer below to-day's cost. In prints they show a 32-inch heavy Canadian cloth, dark navies, a range of spots, stripes, etc., in small and dressy patterns, to retail at 10c., regular wholesale price 11c. Also, a beautiful soft foulard cloth in marine and victoria blues and bluettes, mostly foulard designs and cluster spots. It is a cross between a print and muslin, an extra fine texture, light weight. Some handsome things in wedgewood color mercerized schrinered sateens are shown, the latest novelties and extremely pretty stuff.

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

CLOTHING

FALL 1901

OUR TRAVELLERS are now out on their respective routes :

M. LEWIS,
G. W. PARKER,
W. R. ANGUS,
C. K. BURT,

A. J. RUTLAND,



Manitoba
N.W.T.
British Columbia
New Brunswick and
Quebec
Nova Scotia and P.E.I.

We are prepared to accommodate any dealer who would like to see our Fall Novelties.

A postal card request for samples may be the means of establishing regular and profitable relations with us.

Special attention given to Letter Orders.

We are showing a full range of the latest New York styles in Overcoats :

The Yoke-- The popular and latest New York Design.

"Broadway Box," "Munster," "Connaught,"
"Raglan," "Raglanette," and others.

Also a most original line of Boys' and Children's Clothing containing novelties which will bring trade.

Our Ontario Travellers start out April 1st with Sorting Samples.

W. E. CHALCRAFT & CO.

MAKERS OF FINE CLOTHING,
WHOLESALE.

71 and 73 York Street

TORONTO

The Millinery Season

... SPRING, 1901...

RETAIL MILLINERY OPENINGS.

THE retail Spring millinery openings are now in progress in many parts of the country, and a good many are over. The British Columbian openings were, as usual, the first, beginning on March 18. Bad weather prevailed in Ontario in a number of towns, but, notwithstanding, the openings in all places were as successful as ever, and all reports go to show that the new fashions are very well liked by the prospective wearers. All the merchants who carried other lines besides millinery held "openings" in these departments also, and with good success.

The openings at Guelph, Ont., were proof that the stores of that city are second to none in enterprise or good taste. E. R. Bollert & Co., whose policy is to have "an opening day every day," made an extra effort on March 26, and were rewarded with a very large number of visitors. Together with their millinery opening they held their annual white goods sale. For the past three years they have pursued the policy of opening their new French, British and American pattern millinery the moment they arrived, an idea that has met with great success. Among the decorations of the millinery showrooms were large beds, pyramids, boxes and stands of flowers, blended with many colors of ribbon. The first floor was draped almost entirely in white. Artistic taste and skill in the display of goods and in the decorations was one of the strong points of The Dowler Co.'s Spring opening. The great attraction was, of course, the millinery department. The variety of the decorations and the arrangement of goods combined to make up one of the finest interiors of the season. D. E. Macdonald & Bro. have won a reputation in the past, and their Spring millinery opening was calculated to make it even a greater one. The mantle and dressmaking departments were inspected by crowds of visitors with as much interest as the millinery. The firm have always made a specialty of mourning goods, and this year their display is more attractive than ever. The opening of G. B. Ryan & Co., who are considering the building of an addition to their already large store, was held from Friday morning till Monday night. The millinery and mantle showrooms were both visited by crowds of ladies, who were attracted by the magnificent decorations no less than by the hats and trimmings themselves. An untrimmed section and one for children's hats was a worthy feature of Ryan & Co.'s display.

In Kingston, Steacy & Steacy's opening began on March 21. A great many ladies attended, and could be seen here and there trying on the hats, the stock of which, for beauty and variety, could not be excelled. For the convenience of customers who were unable to attend the opening Steacy & Steacy got out booklets, illustrating all their hats as worn by attractive models.

Spencer's Arcade in Victoria, B.C., was beautifully deco-

rated with all the popular trimmings of the season, and gold laces were used with particularly good effect. The openings in Victoria were amongst the first of the season, beginning on March 19, as they frequently do, and were a big success. The millinery rooms of the Westside are on the second floor, and at the head of the stairs the trimmed hats were shown in glass cases. The showroom was, to quote a reporter, "a veritable bower of beauty." The display of children's hats was as interesting to the matrons present as were those for the ladies.

The openings at Belleville, Ont., held March 20, were well attended. Ritchie & Co. have not only had their premises painted and greatly remodelled, but have added the adjoining three-storey building to their own and use it for men's and boys' furnishings. It is connected by an arch to the old building, giving a frontage to the whole of 57 feet, and with five large show windows. These windows were all beautifully trimmed for the millinery opening. One of the wax figures in the centre window was a fac simile of Queen Alexandra, dressed appropriately in black. The arrangement of the interior of the store has been changed so as to allow of as much display room as possible. Miss Campbell's opening was one of the most successful yet held. The window and store interior were made attractive with all kinds of hats and trimmings, and all had their admirers. All white effects received particular notice.

Thomas Stone & Son, Chatham, Ont., held their opening on March 21, and outrivalled all previous efforts in making the store present a fine appearance. One of the windows was reserved for millinery alone, and the other had, in the centre, a large palm, and around it were draped dress goods, etc. The millinery department is situated at the back of the ground floor. On the left, upon entering the store, were the wash goods, on the right, the dress goods, and in the centre the fancy goods. All these departments were open to visitors as well as the millinery, silk and carpet departments, and throughout the day crowds of visitors inspected the goods of the different departments.

The Woodstock, Ont., openings were not accompanied with the finest of weather, but in spite of this, those from whom we have heard were as successful as ever. John White & Co. held openings in their numerous departments, and the millinery department was unusually attractive. A great many mirrors were arranged around the room, all draped, and one large mirror in the centre was trimmed with pale green, and across the top some pink material with gold thread running through it. On one side of the showroom is a bevelled mirror extending across the whole of that side. This was decorated with festoons of old rose and white chiffon. The most novel and the handsomest decoration of all was a well in the centre, banked with violets, lilies of the valley, lilacs

Wholesale Millinery

*Our List
of most
Desirable
Lines:*

FLOWERS---Roses, Forget-Me-Nots, Poppies, Lilacs, Lily-of-the-Valley, Foliage in all the latest colorings and effects.

BUCKLES---Gold and Jet.

RIBBONS---Velvet and Satin, in *all widths*.

CHIFFONS---Mousseline de Soie.

Mechlin Nets, in Black, White and Colors.

PAISLEY SATIN, suitable for ready-to-wear Hats.

STRAW NETS, PLAITS, and latest designs in HATS.

IN FACT, ABUNDANCE OF EVERYTHING IN DEMAND.
FURTHER—YOUR ORDERS FILLED WITHOUT DELAY.

THE D. McCALL CO., Limited

"The Men Who Set the Belt Fashions."

THE LORRAINE LOOP

PATENTED MARCH 5TH, 1901.



Makes any kind of a Belt in a minute.

The Lorraine Loop, the latest fastening for Stock Collars; does not injure the ribbon like pins do.

The sale of *Lorraine Loops* far exceeds the combined sales of all buckles and other belt fastenings.

We are showing all the latest novelties in Belts and Jewelry for men and women; exclusive styles, not obtainable elsewhere.

WRITE US FOR RIBBON ENDS AND SPIKES.

PHILLIPS & WRINCH

Sole Distributors of the Lorraine Loop,

5 Wellington St. West, TORONTO.

OTTAWA—193 Sparks St. MONTREAL—13 St. John St. QUEBEC—74 St. Joseph St.

THE MILLINERY SEASON—Continued.

and roses, with large palms at the four corners. Campbell Bros.' store was artistically decorated from top to bottom with laces, ribbons and trimmings of all kinds. Roses also played a prominent part in the decorations, the elevator being one solid mass of them. Bell & Co. paid a good deal of attention to dressing their windows and succeeded in producing a fine effect. One which attracted particular attention was prettily hung with green chiffon, and on a background of the same color were baskets of pink and crimson roses.

In St. John, N.B., The Parisian store held its opening from Wednesday, the 20th, to the end of that week, and had crowds of visitors every day. A display of ladies' underwear at especially low prices was also a feature of this opening.

Messrs. Crompton & Co., of Brantford, paid no regard to the weather when holding their opening, but this made no difference. Hats and trimmings from Paris, New York and London were displayed in such a tempting manner that the bad weather was forgotten. Besides the display of millinery, a special opening of the dress goods department as well was held. Caudwell's, too, was "a dream of loveliness," in the words of one of the visitors. The establishment has been renovated and refitted. Millinery is a new departure with this firm, and this, their first millinery opening, must be very encouraging. The millinery department will, doubtless, soon be as great a success as the other branches of the business. At McLean, Ogilvie & Lohead's the assortment of hats and trimmings was immense, and the decorations were admired by hundreds of ladies. This opening began on Tuesday, March 26, and continued through the week.

The openings in Hamilton were mostly held from March 20 to 21. At James Shea's the millinery showroom had been handsomely refitted, and a Nile green tint, combined with flowers over the archway between the millinery and mantle departments, palms, mirrors decorated with pink and white, displays of hats, etc., made it a place of great beauty. Every part of the big store of The Geo. W. Robinson Co. was decorated for their opening. The ground floor contained the dress goods, and on the first floor the millinery attracted a continual throng of people. The room was made beautiful by all the flowers and other trimmings of the season being used for decorating walls, counters and shelves. Another successful opening was that held by Miss Taylor. The showrooms were tastefully decorated and the comments of the visitors upon the handsome display of hats must have been gratifying. Mrs. Hinman's millinery opening was continued for four days. A specialty was made of black and mourning goods, and proved to be a paying idea. Finch Bros. added to the appearance of their stock by the handsome decorations of the showroom. On the west side of the apartment a large mirror, surrounded by folds of pink liberty silk, caught with white paradise ospreys and white roses, made an effective background for several hats. The opposite mirrored side was equally attractive with Nile green and orange blossoms, while smaller mirrors were draped with reseda green and violet.

PRESENT MILLINERY IN PARIS.

There are now in Paris hundreds of shops selling hats at fixed prices, says "Jeanne," in *The London Drapers' Record*. For instance, every hat in the window is 25 fr. or 20 fr., and in the cheaper parts of Paris one sees remarkably pretty hats for such a low price as 8 fr. 50c. But, supposing a lady chooses a 25 fr. hat. It loses its shape after one week's wear.

The materials, feathers, etc., look hard against the face because they are not of the best quality—they very soon fade. As to the work, it gives way with equal rapidity. I therefore maintain that it is false economy to buy a cheap hat, as you would certainly wear out at least four of these hats to one from a good house, and the effect can never be the same. Another advantage to be gained by getting a first-rate hat is that the house will always do it up for you for a mere trifle, whereas the houses above mentioned will not "do up" any hats.

I maintain, then, that too much attention cannot be paid to hats. And, as to the prices asked for them, they are in reality not so exorbitant as people imagine—what I mean is, the profit is not so great. Their straws, ribbons, flowers, laces, etc., are, more often than not, manufactured especially for the modistes, and, as the manufacturers are not allowed to sell the same articles to any other house, they have to charge accordingly. The price of the best artificial flowers in Paris is enormous. There is a famous shop in the Rue de la Paix where 40 fr. is charged for one rose with a few leaves for the corsage, and the same amount asked for a bunch of violets; but, of course, they are perfect. You can have the same flower and bunch of violets, say, at the "Trois-quartiers," for 5 fr., but you will not look at the latter if you have seen the former. In fact, the difference is far greater than the price.

I have been asked to state where the best hats in Paris are to be seen. It is a difficult question to answer. Formerly they were found in the Rue de la Paix, Avenue de l'Opera, Rue Auber, Rue Quatre Septembre, but now the houses are more spread about. Amongst those, however, who still hold their ground are Virot (et encore, this house is not what it was since fewer Americans come to Paris, who were their best customers), "Auguste Petit" (one of the best, if not the best, milliner in Paris), Berthe et Virot, Gillot, Carlier, Lenthéric (famous also for their perfumery and evening headdresses), Marescot Soeurs, Lewis (who shows some extremely stylish hats; also many hideous ones, as his clients are meles), Esther Meyer, and last, but not least, Roubaix (a house that has the same reputation for hats that Worth has for dresses).

I cannot tell if it is the same in England, but it is quite possible to tell the social position of any lady in Paris by her headgear. No lady wears an ugly hat or a hat out of season, nor one with a soiled feather, flower, etc., nor will it be a showy one, but rich in its modesty and discreet taste. It will fit round the head like a beautiful frame to a perfect picture, and give the note of charm and finish to the whole.

For some time the showrooms of the milliners have been filled with the most charming of Spring hats, for the "hat" is the leading note of Spring fashions. As to styles, there are no two alike, even in the same house. Still, there are always predominant features in trimmings and shapes. For instance, a great tendency is shown to the trimming of the brims in the large hats, or "capelines" as many of them are called. They are often covered with several garlands of flowers placed one above the other, or with ecru lace, edged top and bottom with black velvet, or with rows and rows of baby-ribbon velvet, or tulle. Nearly all the brims are trimmed underneath, some being most profusely draped with velvet or satin, with branches of flowers laid over or some pretty bird, the wings huddled. Many brims are slightly turned up, with narrow-frilled tulle or taffetas ruches. Hats in taffetas are in the majority, but these will not be seen much after Spring for the reason that the material, being thin, has to be quilted or laid on in ruches to be effective, and such a facon takes the dust terribly.



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
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6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,

NEW BASFORD, NOTTINGHAM, ENGLAND.

The C. Turnbull Co., of Galt, LIMITED.

Our representatives are now on the road with the largest and most complete range of samples in Ladies', Men's, Children's and Infants' Perfect Fitting, Ribbed and Full-Fashioned **KNITTED UNDERWEAR** we have ever had. Do not place your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,

27 Wellington St. East,
TORONTO.

JOS. W. WEY,

7 Bastion Square,
VICTORIA, B. C.

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British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Toronto.
Melinda St.

Dry Goods Commission Agents.

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CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 509
McKinnon Bldg., 19 Melinda
St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces,
Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

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Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

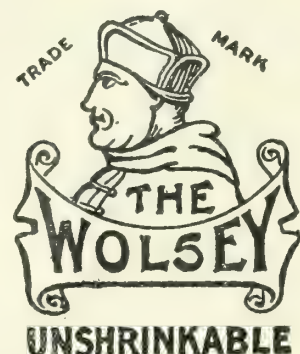
We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL.

10 Front St. East,
TORONTO.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

TRIMMINGS, LADIES' GOODS, ETC.

THE DEMAND FOR TRIMMINGS.

IN the trimming arena all is activity. Not for many years have there been such sales of trimmings. And instead of falling off, the demand seems only to increase. Dresses for Winter wear were elaborately trimmed with gold, silver and jet ornaments and with lace and embroidery, but far larger quantities of these goods are being put on the Spring and Summer garments.

The lingerie idea is preeminent in Summer fashions. All Summer fabrics will be exceedingly diaphonous. The thinnest possible wash fabrics, lawns, fabrics, embroideries, laces, swisses, batistes, mousseline de soie and other crepes—anything airy will be brought forward. Many houses are already sold out of these goods and there is no stock anywhere. Lawns and mulls of every kind are all sold out, and will not be in stock again for some weeks.

This run on diaphonous materials and the tendency towards a peculiarly white season makes it absolutely certain that all laces and embroideries will continue to sell in increasing quantities. Lace insertions can hardly be overstocked. Galloons are the rage of the hour. In fact, the demand for all laces continues to be the feature of the season. Moreover, all makes are selling—valenciennes, plauen and guipures—anything worthy of the name of lace. But, being so stylish, the better grades are in the best request. The arabe laces, which are said to be selling well in the United States, are not taking here. Perhaps they are too new.

A new stimulus has been given the demand for laces by the decided fashion to trim all skirts with this trimming. The plain skirts will bear a great deal of applique trimming, generally gallon lace. The demand for lace flounces has also commenced well and it would appear as if it must intensify as the season advances. Wholesale houses are repeating orders and hurrying on the goods.

It is now a settled fact that the lace boleros will be wanted by the public for Summer wear. Boleros are popular on all dresses, lace is also, so put two and two together and you must have the lace bolero. The semi-bolero, the many lace collars, the organdie collars trimmed with laces, the linen covered embroidery all-overs are all proving to be good property.

In all trimmings gold maintains its important position. Lace and gold form a combination that is a key note to the trimming department.

RIBBONS.

A strong market has developed for black velvet ribbons in the narrow widths. It seems that the diaphonous materials need a black touch. A relief to the too transparent. Velvet ribbon is the material chosen to give the proper effect. With milliners satin glace chiffon taffetas, and very soft chiffon satin ribbons form the leaders.

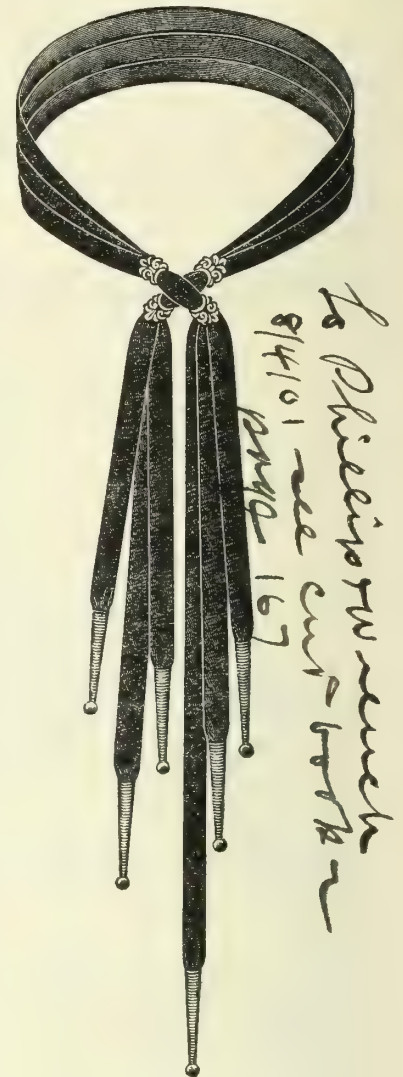
THE LORRAINE LOOP

The selling agents for the Lorraine loop inform us that the demand for this novelty far exceeds their most sanguine expectations. The sales are so heavy that the original plant could not turn out sufficient to fill orders and cope successfully with the business; additional facilities had to be secured. Two large factories are now working full time on Lorraine loops. Some very beautiful patterns in sterling silver will be in the hands of the trade by the time this journal is mailed; very dainty designs for fine trade to retail for about \$1. Since our last issue, the Lorraine loop has been used on grosses of stock collars; the smaller patterns being most suitable for these. It is certainly a very tasty novelty; pretty as well as practical. It can be put on and taken off in a few seconds. Pins always injure the ribbons, and invariably spoil them in time. Lorraine loops do not. From St. John's, Newfoundland, to Dawson City and White Horse, in the Yukon Territory, Lorraine loops are found in nearly every leading dry goods and departmental store.

MARKET NOTES FOR BUYERS.

Gault Brothers & Co. can still supply their customers' wants in embroideries, although they have made enormous shipments this season—gold braid also. They have sold out their whole stock of shirt waists and are renewing their supply in the latest fashions. They all have the Bishop sleeve and Russian fronts. To meet the new-born demand for ribbons, Gault Brothers & Co. have put a full range of white taffetas into store at moderate prices. They have just imported a range of all-overs, edgings and insertions of Point de Luxeul lace and also the cloths to match. Four lines of Swiss embroidered handkerchiefs are new goods; the prices are also new. There is quite a demand for collar ruches, in black, white and cream particularly. Children's bibs are shown in new ranges. And "Crescent" brand wrappers and skirts are right up-to-date. They also draw attention to their feather-stitched braids.

S. Greenshields, Son & Co. have placed in their travellers' hands samples of ladies' white blouses for the coming season. They are copies of the latest American novelties made with Bishop sleeve and 2-in. band cuff. Another important feature is that all these blouses are made long in the front to fit the new straight-front corset. The range contains a variety



The Lorraine Loop.

The Autumn Number

— OF —

The Dry Goods Review

is already in preparation. As usual it will be issued on July 2nd. We believe it will be a better number than any we have previously issued--- certainly it will lack nothing that can make it better as a medium of communication between sellers and buyers. Have you any suggestions to offer? Orders for space, etc., cannot be sent in too soon. Some positions are already sold.

~~~~~  
**The MacLean Publishing Co.**

LIMITED

TORONTO and MONTREAL.



of styles to retail from 75c. to \$2. They also have black sateen blouses at all prices.

A new line of velvet brush binding is called the "New Century." The Brock Co., Toronto, who handle it, also draw attention to their new lace ties, lace and muslin collars, small silk buttons in black and all shades, small brass and silver buttons in flat, dome and ball shapes, from 8 line upward. During April new lines will be added to their white and colored blouses retailing from 50c. to \$2. They have the new sleeve and cuff. In embroideries, special jobs in 4½-yd. ends and regular carded carton lots sell well. Popular prices rule for edgings and insertions, both Swiss and cambric. New patterns in all-over laces, black, white and ivory, are shown, as also silk, fancy and valenciennes laces, feather-stitch braids and pique trimmings.

With the Wyld-Darling Co. fabric gloves, the latest novelties in lisle and taffeta goods, with two buttons or domes, are doing well in black, white and greys. No. 14 of the taffeta gloves is good value, to retail for 25c. In hosiery a good bargain may be obtained in a line of Hermsdorf dyed goods, to retail at 25c. per pair. Novelties in hosiery include some taking lines in black lisle with lace open-work ankles, or full length, and a line of Hermsdorf dyed with split natural soles, to retail at 25c. For this latter there has been an

immense demand, and repeats may be had early in April. All widths of black velvet ribbons are selling well, either with the cotton or satin backs. These goods have been bought so largely by United States houses that old-country manufacturers say that further repeats cannot be obtained till September.

French dyed habutai silks are a great favorite with the Canadian trade, and K. Ishikawa & Co. report that a large quantity from Yokohama, dyed at Lyons, are well thought of for the Fall trade. A line of new French dyed habutais to retail at 25c. have been taking rapidly by the department stores already. For retailing at 50c. there are Lyons dyed habutais in 23 in. and 27-in. goods and some 36-in. Japan dyed habutai silks. The samples of silk handkerchiefs are well liked by the best furnishers. They have narrow borders and are hemstitched. A special demand is noticed on the ¼ and ½-inch goods. New styles of initialed embroidered handkerchiefs have lately been introduced, and are bought in both the elaborate patterns and the simple neat effects, the latter being preferred.

Black cotton-back velvet ribbons have been passed into stock by the Brock Co., Montreal; the demand for them is strong. In organdie muslins a great variety of patterns in whites, plain colors and fancies are shown. The range of blouses, wrappers and whitewear is varied.

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*Thorold,  
Coaticook and  
Port Dover.*

HEAD OFFICES:

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Manufacturers  
of

**KNITTED  
GOODS** of all  
descriptions

INCLUDING

Ladies' and Gentlemen's Underwear  
in Cotton and Wool, Hosiery, etc.



SELLING AGENTS:

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*To the Trade*

*APRIL*

## Ever on the Alert For Our Mutual Benefit.

*Semi-annually we give the General Dry Goods, Carpets, House-furnishing, Haberdashery, Men's Furnishing and Woollen Trades the benefit of clearing lines without partiality to territory or size of business. This season we commence earlier than usual, owing to the fact of having bought many lines in larger quantities, anticipating advance in price that has since actually taken place. We hope you will appreciate our efforts in placing before you this opportunity of buying many lines of **SPRING** and **SUMMER** Goods at old prices, and some at less than old prices, so early in the assorting season. Many of these lines are not in the hands of our travellers, and it will, therefore, be necessary for you either to visit our warehouses or write for particulars to fully understand the importance of this offer.*

**JOHN MACDONALD & CO.**

Wellington and Front Streets East,



**TORONTO**



VOL. XI

MONTREAL AND TORONTO MAY, 1901.

No. 5

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OF EVERY KIND

## A GO-AHEAD FIRM

IS THAT OF

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WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
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MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

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Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

# Mantles,

COSTUMES,  
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**Canadian Buyers** will always find the very latest  
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your needs.

## CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

QUALITY HAS MADE

# PRIESTLEY'S DRESS GOODS

The most popular to-day with Ladies.

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SERGES  
EUDORAS  
COVERTS  
CREPE DE CHINE  
MIGNONNETTES

} Are now staple goods, the best materials  
for summer skirts---are par excellence the  
most fashionable.

Assort Your Stock Now.

S. GREENSHIELDS, SON & CO.,

Sole Selling Agents.

MONTREAL.



# Lister & Co., Limited

Manningham Mills, BRADFORD.

Are preparing for a large demand for their Silk Sealettes in 32-inch and 48-inch **"Lisreine"** or **Rainproof Seals**

—ALSO—

48-inch Plushes for Cap and Gauntlet manufacturing.

To be had of all Leading Dry Goods Houses in Canada.

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## WYLD-DARLING COMPANY, LIMITED

### Men's Summer Furnishings

---

Our stock is complete in all qualities of UNDERWEAR.

#### Fine Natural Wool

Balbriggan in Plain, Random and Striped.

Fish Net Undervests.

Fancy Striped and Checked  $\frac{1}{2}$  Hose.

**SPECIALS** { Tans with Fancy Stripe.  
Black Cotton with Natural  
Wool Foot.

Novelties in Men's Windsor and Butterfly Bows.

Leading shapes in Collars to be worn with Neglige Shirts.

New patterns in Neglige Shirts with separate Cuffs.

LETTER ORDERS PROMPTLY SHIPPED.

## WYLD-DARLING COMPANY, Limited, TORONTO

# S. GREENSHIELDS, SON & CO. MONTREAL.

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**Your chance for Bargains  
is here.**

---

On account of our semi-annual stocktaking, we have decided to offer to the trade during this month a large number of **leading lines** in the different Departments at less than **Manufacturers' Prices.**

A visit to our warehouse in May will convince you. A purchase will be a good investment for you.



# RYLANDS & SONS

LIMITED.

## MANCHESTER, ENG.

Cotton  
Spinners

+ + + +

Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

+ + +

Finishers

### Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

## Capital, \$14,500,000. Employees, 12,000

### LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

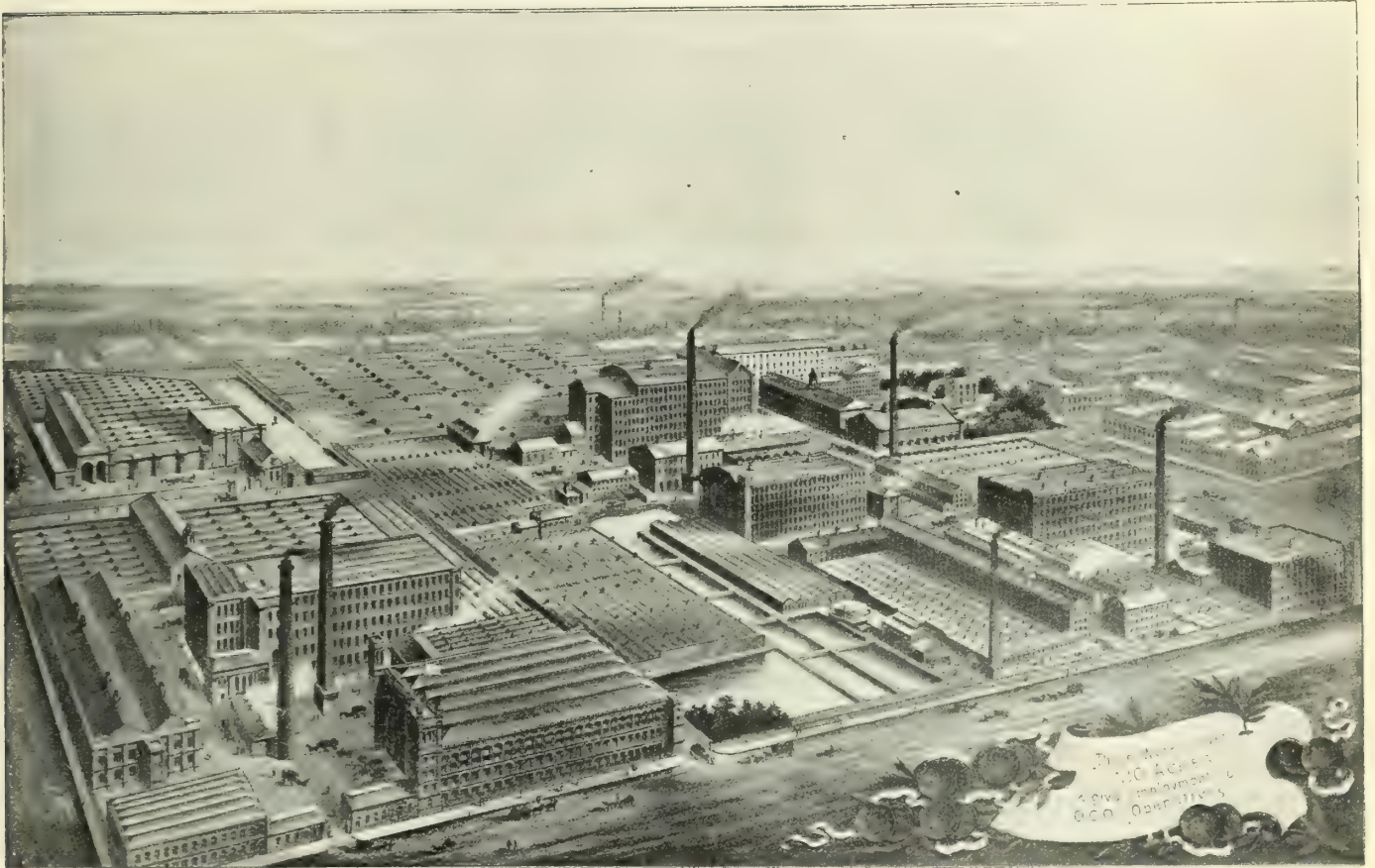
Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

# Horrockses, Crewdson & Co.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, 107 PICCADILLY, MANCHESTER,**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

## HIGHEST AWARDS AT ALL EXHIBITIONS.

|                           |            |                        |      |
|---------------------------|------------|------------------------|------|
| PRIZE MEDALS, LONDON      | 1851, 1861 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

**GRAND PRIX, PARIS, 1900.**



# Novelties!      Novelties!      Novelties! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

## Hitchcock, Williams & Co.

SIR G WILLIAMS

F. G WILLIAMS

H WILLIAMS

A. T WILLIAMS

### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

The \_\_\_\_\_  
World=Renowned

# "OXFORD"

CAMBRIC AND LONG CLOTH  
UNDERCLOTHING.

(Write for Samples and Price List.)



Oxford Underclothing.



TRADE MARK



Oxford Underclothing.

MANUFACTURERS

# W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

## “Assorting Orders.”

In anticipation of our usually large assorting business, we now have our buyers on the Continent and in New York securing the latest novelties in our line, and our stock will be in good shape to meet all the requirements of the trade.

**DRESS GOODS**—We are offering at readjusted prices, as we are determined to close out our surplus stock early in the season.

## “Fall and Winter Samples.”

Our salesmen are just starting out with a full sett of **Jackets, Capes, Blouses, Wrappers,** and many other lines for the Fall and Winter trade.

**ORDERS** must be booked early to admit of goods being made, and prompt and satisfactory deliveries secured.

“LETTER ORDERS CAREFULLY EXECUTED.”

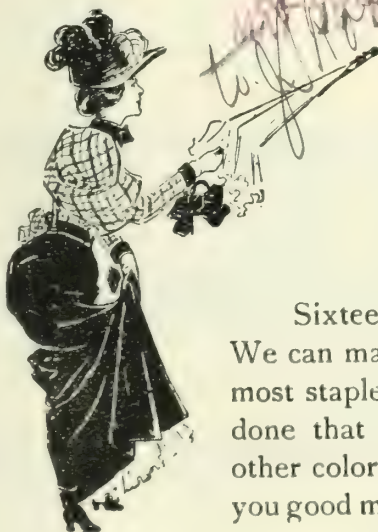
### The Lace Warehouse of Canada.

### Kyle, Cheesbrough & Co.,

16 St. Helen Street

MONTREAL, Que.

## We Make Them Salable.



It is very disappointing to a customer to show her dress goods or any other goods that have the appearance of being old or look mussy in any way. When women are shown goods of this kind they are apt to think the store is hardly up-to date and they look elsewhere.

Sixteen to one these unsalable goods can be made good sellers. We can make them any desirable color—the most fashionable, the most staple—and our dyes will never crock. The work is so well done that hardly anyone will suppose that the stuff was ever any other color. The cost is far from extravagant. It means giving you good money for goods that will not sell now even on a forced sale.

## R. PARKER & CO.,

HEAD OFFICE AND WORKS: 787-791 Yonge St.  
MONTREAL BRANCH: 1958 Notre Dame St.

Dyers and Finishers, TORONTO



## Wreyford & Co. Romain Building, TORONTO.

Wholesale Men's Furnishings.

SOLE SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,  
FLEECE SLIPPERS, and Other Specialties.

*The "Gradient" Cycle and Golf Hose.*

*The New Strap Legging—Stohwasser's License.*

Dominion Agents for English Manufacturers:

## Young & Rochester In WHITE SHIRTS

their "Kudos" and "Biz" are lines that every Furnisher should stock, they retain customers.

### NEW COLLARS

"His Majesty" and "Duke of York."

Place Orders Early.

## Tress & Co.

HIGH-CLASS

### HATS and CAPS

Among English Hats the "TRESS" brand has an enviable reputation.

For popular prices, with style, you must have their "WYVERN," at 40s. unlined, 45s. lined.

Call at above address, or arrange for our travellers to call.

Fall Samples now ready.

## The Anglo-Scotian Mills

LIMITED

Manufacturers of

## LACE CURTAINS

Single and Double Borders.

**HOSIERY.** Silk and Cashmere.

**SHAWLS.** Silk and Wool.

ALL the goods we sell are **MADE** and **FINISHED** in our own factories

AT

*Beeston and  
Chilwell* } *Notts, England.*

Canadian Representative:

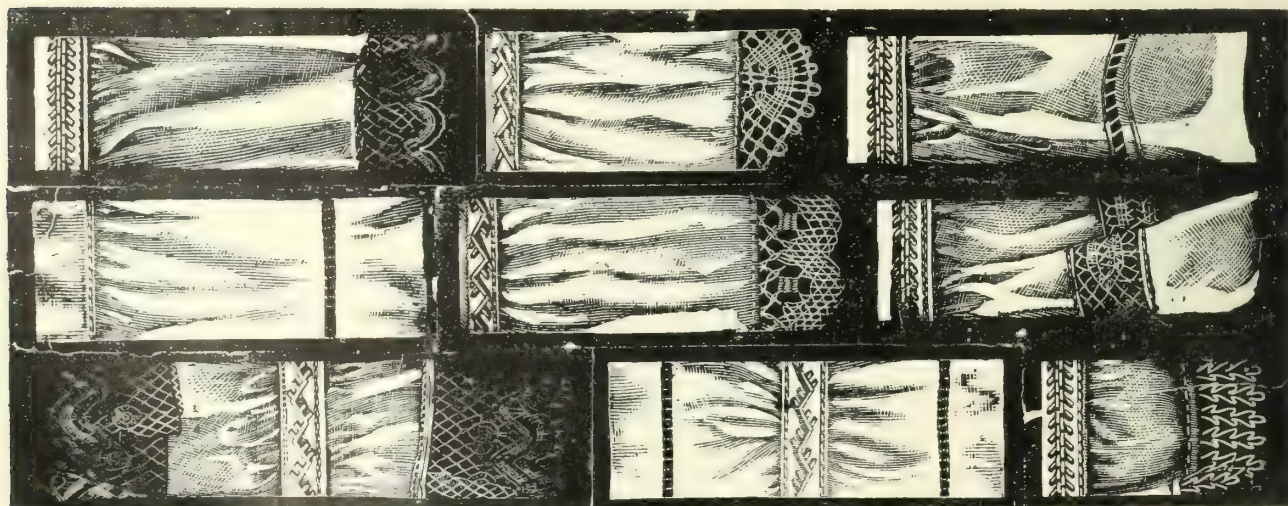
**R. MACRAE**

207 MCKINNON BUILDING  
TORONTO

# "PLANTAGENET" FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE "PLANTAGENET" GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.





TO BE HAD FROM THE LEADING WHOLESALE HOUSES



# The W.R. Brock Company, (Limited)

**Toronto and Montreal.**

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## 10,800 PIECES

### 32-inch Heavy Canadian Prints

Mill stock, part of which are put up in case lots of 36 pieces each, assorted patterns in Navys, Anilines, Black and White, Cardinals, Lilacs, Regattas, etc.

**Can be retailed from 8 to 10 cents---**could not be sold under 12½ to 15 cents regular.

# THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, MAY, 1901.

No. 5.

## OUR NEW YORK DRY GOODS LETTER.

Trade in the City Not Good—The New Trust Awakens No Hostility—Nothing Doing in Cotton—  
Good Demand for Silks—Outlook for Wash Goods Favorable—The Ladies' Garment  
Trade—The Gainsborough Fad in Millinery.

From THE DRY GOODS REVIEW's special correspondent,

New York, April 25, 1901.

GENERAL conditions in the dry goods field have not been of the most flattering nature, despite booms and unwonted activity in the metal lines. If speculation discounts the future there must be a big future in store for some kinds of business, but present indications do not warrant over jubilation in the dry goods line. Probably the most potent factor in retarding business has been the lack of seasonable weather. We have had the Easter season without the Easter weather, with the result that the great movement of retail stocks, that was looked forward to, did not materialize on time, and apparently has been more or less indefinitely postponed. While it is true that business has not been at a standstill, yet the snap is missing, and conservative observers are inclined to be pessimistic over the outlook for the balance of the season. There is one redeeming feature in the whole situation, and that is, that no one either in wholesale or retail circles is loaded up with goods, and the least movement will make room for new purchases, and this, in itself, will insure a fair amount of business in whatever lines appeal most strongly to the Summer demands. Radical departures are looked forward to in Fall styles, particularly in outer garments, and it is possible that the policy of sailing close hauled, and restricting purchases to absolute immediate needs, has further contributed to the small volume of Spring business in many quarters.

### THE NEW DRY GOODS TRUST.

An event that has caused widespread interest in dry goods circles is the new dry goods combination of wholesale and retail firms "The Dry Goods Trust" as it is popularly termed, growing out of the coalition of The H. B. Claflin Co., The Adams Dry Goods Co., and one of The James McCreery & Co.'s stores, under the direction of Mr. John Claflin, head of the Claflin concern, and financed by the banking firm of J. P. Morgan & Co. This combination of dry goods and Wall street has made a great stir, not so much on account of its promoters or the prominence of the interests concerned, but on account of the possibilities to which it points the way. That the public have confidence in the new scheme was amply demonstrated by the fact that the shares were many times over-subscribed, while only a short time ago an attempt to interest the public in a stock

company, which should control two large retail establishments, fell flat. Rumor has it that the scope of the new combination will be sufficiently enlarged to take in a series of stores in all the prominent cities of the Union, and that other combinations are under way which will change conditions in the entire dry goods world if they are brought to a successful conclusion. The "Trust" has excited no animosity, and prominent retail merchants of the metropolis have publicly expressed themselves as heartily in favor of the new competition.

### A SLUGGISH COTTON MARKET.

In cottons, the market has maintained the same sluggish tone that has characterized it for so long. There is not enough activity to constitute a market either way, with the result that almost any change would be favored, even a temporary setback. Curtailment of production in the Fall river districts has helped out somewhat, but the solution of the problem seems to be as far away as ever. Cotton dress goods have been in very good demand for the early buying period, and it is possible that later developments may cause an abnormal increase in the demand for cotton stuffs, but that is a matter for conjecture, and the facts and indications are apparently against any recovery for some time to come.

### SILKS ACTIVE.

In contrast to the situation in the cotton market is the activity in the silk market, which is very marked, and not confined to the limits of one or two weaves or grades. The enormous consumption of silks in Spring garments, both for outside wear and for linings, has brought about a change in conditions that is welcomed both by manufacturers of silks and those who sell them to the manufacturers of garments for the public.

Taffeta is still king, though foulards are coming in with a rush as the Summer season approaches. There is at present a strong demand for figured foulards in neat figures on solid grounds—blue, as usual, the leader, and cerise second. In the finer colors, white grounds with black figures are preferred. Solid color foulards are being used extensively for nightgowns, petticoats, instead of taffeta, and are made up in the same way with platings, ruchings, etc.

Crepe de Chine is also having a great run for waist and suits, principally in evening shades. The material is scarce and commands high prices. Nun-collars, in a great variety



of colors is in big demand for costumes: a taffeta drop-skirt is used as the foundation. Point d'esprit for evening dresses and Summer skirts is also in requisition, and is as much in vogue as it was last year.

#### SEASON IN WASH GOODS.

Every indication points to a fair season in wash goods, and a strong demand for outing garments in wash fabrics. In the opening orders wash fabrics with woven colors are well represented. Gingham and chambrays in blues and oxbloods are in demand for the more popular-priced shirt waist suits. Mercerized foulards, rivaling in appearance the silks, are in the market and have taken a firm hold on the popular fancy. Cotton grenadines also in fancy weaves and colorings are selling freely, and promise to come into more favor with the advance of the Summer season. Mohairs are being revived and are also considered to be on the eve of strong popularity.

It is gradually becoming apparent that for the balance of the season white will have the call, and it is anticipated by those who are in the best position to predict, that in practically all lines, the predominating color will be white. Madras cloths, plain, and with satin stripes are, therefore, held to be in high favor for May and June demands.

#### LADIES' JACKETS AND CAPES.

In the ready-to-wear garment field, the principal activity still centres on light jackets—Etons, and cut aways, in taffeta, and Spring weights in kerseys, venetians and broadcloths. Tailor-made suits are comparatively neglected, though an early Fall demand is being prepared for. Summer suits and Summer dresses have the call at present, and manufacturers are sold considerably ahead on these garments. Capes have not been in the race. Golf capes are in very limited demand for the Summer travelling season, but they are no longer what they used to be. Silk capes have not been particularly in demand. Cloth capes, rather long, in very light materials and trimmed with a multitude of flounces, have sold very well in some sections.

#### LADIES' SKIRTS.

In separate skirts, taffetas hold their own, but more attention is being given to the Summer fabrics. Linens, both plain and striped are selling well. Crashes are also popular in the cheaper end of the line. A few piqués, plain and with ruffles of inserting in cascade effects, find much favor. In mercerized foulards, there is a tendency to favor oriental and Persian effects. Flounces are very popular, both plain and graduated. Dimities are being extensively used and for the South figured dimities in floral designs. White lawn skirts are also in demand, and it is anticipated will be the leaders of the Summer season with the medium trade.

#### THE WAIST TRADE.

In the waist field, the demand for taffetas and peau de soie continues unabated. Crepe de Chine holds an important position, and even Japanese silks, which were rather outclassed last year, show signs of a revival, possibly on account of the low prices at which they are being marketed. Lawns and dimities are the most prominent in sheer fabrics, though all-over laces and embroideries come in for their share. Lace boleros are shown by numerous waist manufacturers and are in fair demand. Canvas cloth, with stripes in blue, helio, tan, pink or black, is a recent addition to the favorites that have quickly made a place for themselves. Flannels have been dropped till Fall as well as albatross, though there is still a lingering demand for the latter. Linen waists and linen effects are well in the foreground, and promise to hold a leading position for the balance of the season.

#### THE ADVENT OF "GAINSBOROUGH" IN MILLINERY.

In the millinery field, a perfect furore has been created by the finding of the "Gainsborough" picture, and everything is "Gainsborough," or is willing to be. Some of the Sixth Avenue retailers have gone so far as to show reproductions of the painting in their millinery departments. Of course, the true "Gainsborough" has been modified. The popular article is a low-crowned, broad-brim hat, bearing more or less resemblance to the original.

The "Gainsborough" is also responsible for a revival of ostrich plumes which again promise to be unusually popular.

Flowers still have the lead, with roses first in importance, but every variety of flowers is used and accepted. In ostrich plumes the demand is restricted to blacks and whites. There is an immense amount of ribbons used in trimming millinery and hats; they fall gracefully over the back in bows in one hundred ligne widths. There is a very strong demand for Cuban braids, trimmed with black velvet ribbons and steel buckles. The latest popular fancy is for polka dot effects, white grounds with black dots being the most sought after. Sashes and draperies of these ribbons and silks are freely used, and also on the sailor hats for Summer wear.

#### WOMEN'S NECKWEAR.

In women's neckwear, the demand is restricted to the class of fabrics soft and sheer, and early promises of an enormous demand for neckwear have been borne out. There are no radical departures from earlier models—the automobile tie holds on persistently. A combination of stock collar and automobile tie is selling well and may be described as a collar with streamers. Sailor collars in very sheer materials and also in the more substantial piqué find a ready sale. They are offered at as low as \$2.25 per dozen (wholesale price). Polka dot effects are also prominent in the present purchases of neckwear buyers.

W. B.

#### ENLARGEMENT AT PETERBORO'.

The alterations and enlargements of A. W. Cressman's dry goods and millinery store at Peterboro', Ont., make it one of the finest for many miles around that place. Every modern improvement in fittings, arrangement and appliances has been introduced, and a very up-to-date store is the result.

Additional room has been secured on the first and second floors, and is being used for a number of apartments for millinery workrooms, in which branch his staff has been doubled. The painters and paper-hangers have been at work, and the coloring of the walls and ceilings, together with the light oak graining of the counters and shelving, produce a fine effect.

The front presents an entirely new appearance. The sides and backs of the windows are formed of large plate-glass mirrors, and the ceiling has been lowered to permit of the insertion of prisms. The lighting of the store all through by prisms has made a great change for the better. The ceiling of the windows is of prettily colored glass.

In the rear is the dress goods department, which is raised several steps above the rest of the floor.

Besides the other improvements, handsome new carpeting has been placed in the millinery and mantle departments, which adds much to their appearance.

#### CHINESE WORKERS AT THE COAST.

Among the witnesses who gave evidence before the Royal Commission investigating the condition of British Columbian labor was Alderman Cameron, of Victoria, clothier; S. Reid, of S. Reid & Co., retail clothiers, Victoria, and Mr. John Piercy, wholesale dry goods merchant, Victoria.

Mr. Cameron said the Chinese made suits as low as ready-made goods sold for. The decrease in the clothing trade was due to Chinese competition. He knew of no industry created by the presence of the Chinese, and to replace them by white people would greatly increase the demand for Eastern goods.

Mr. Reid had been in the retail clothing business there for twenty-four years. The Chinese had decreased his trade, and there were fewer positions now for white people, many of whom had been forced out. There was an increase in the numbers employed in the various callings. The prohibition of Chinese immigration was the only thing to do. White men spent their money among the merchants, but that earned by the Chinese was never seen again by white merchants.

Mr. Piercy said he employed some Chinese labor in manufacturing ready-made men's wear. It was done by piece work, and some fourteen Chinese were employed. He had not been able in the past to get white labor. He employed about 18 girls in his factory, who did a better class of work than the Chinese. There were not enough white girls in the city to do the amount of work required. All told, the girls made better pay than the Chinese. He had more confidence in white contractors for faithful work. He could carry on his business without Chinese labor, but it would be a loss at the present time. He preferred to carry it on with the Chinese until he could get whites.

WE purpose giving your business for Fall 1901 an impetus far beyond all your most hopeful expectations.

We will do it with our **DRESS GOODS.**

Nothing is so helpful to a good house as handsome Dress Goods.

They make trade.    They hold trade.

The dress goods department and its appurtenances appeal to your lady customers as no other department can.

We have chosen our cloths and designs---with the exception of novelties that will not be ready until May---have bought the goods and they are now in process of manufacture for us.

We will redeem our promise and show you the grandest range of Dress Goods for Fall 1901 ever shown by any one house in Canada.



**BROPHY, CAINS & CO.**  
**MONTREAL.**



## DRESS GOODS.

THE Spring dress goods season is now transferred from the hands of the wholesaler into those of the retailer. The jobber has taken his orders and filled them and during the past two weeks has been engaged chiefly on sorting orders. The Easter display of new dresses proves that the goods found in first hands during the last few months have found ready acceptance with the public, both in regard to color and fabric. As a consequence, the retailer ought to have done, and still be doing, a very satisfactory Spring dress goods business.

### SILKS SELLING WELL.

The demand for silks has been particularly heavy during the past month, running, as before, on taffetas and tamalines. The use of silks has expanded. The growth of silk-waist manufacturing concerns is only one remarkable evidence of the increased favor shown to silks for all dress purposes. The fact that silk is at one and the same time clean, neat, rich and adapted to many uses, coupled with the circumstance that prices are becoming more popular, leads one to the conviction that trade in this line must grow. No longer is this fabric to be regarded as an article of luxury. This Spring, taffetas are being used by the higher class of trade for lining to the many diaphonous dress materials being put on the market. In colors it serves as a background to bring out the patterns well. Sateens are being used largely for the same purpose.

### PLAIN GOODS

French wool and cotton goods continue to enjoy the call of the hour. Venetian cloths are sold out in some of the houses. Prices in France are stronger on all these goods, including cashmeres, box cloths, voiles, bengalines and alolines. Anything soft and drapery in sheer, plain materials of the new shades is readily salable. The soft effect is carried into the muslin and lawn field, where the soft, lustrous materials cannot be kept in stock. Popular-priced goods are sold out in many instances, and, although the supplies are being constantly freshened, some delays in shipments have not been avoided.

### BLUE A POPULAR COLOR.

The latest color to come to the fore is blue. This shade was in the running during the early part of the season, but its popularity is outstanding at the present moment. The run is not so much in navy as in royal blue and greyish blue. Colors must be bright this year, in spite of the nation's mourning. Of course, black is still a large seller, but, when colors are wanted, the general desideratum is a bright color. Black goods in plain goods and small swivelled effects, including cashmeres, mohairs and mignonettes, continue to be distributed rather freely.

### GRASS LINEN CLOTH.

One of the newest things on the market is grass linen cloth. This is a light, French khaki fabric that has come upon the trade with a rush and has taken instant hold. It is shown both

in plain and fancy spotted goods. Already it is being made up into waists by the manufacturers, who are trimming it with applique embroidery in white and black, and by the neckwear manufacturers who show it in divers forms. It has shown signs of great activity, and retailers should prepare themselves for a nice little trade in this novelty.

### CHEVIOTS.

At its best the dress goods department is a wide one. This season it extends from such transparent fabrics as crepe de chine to cloths as heavy as cheviots. Cheviots have had a good run in the Spring trade, and they are being called for in the sorting demand. There is a large class of the community that will not wear the fancy cloths, such as granite cloths, poplins, or venetian cloths on the street, when they can get cheviots. They are not as serviceable, and utility will always draw a large trade. Fancy goods, such as creponnes, may fade away and die in public opinion, but cheviots are staple and you must always have them on your counter.

### FLANNELS FOR BLOUSES

French flannels, both prints and plain, are still selling freely over the retail counter. Many think that the inquiry for these goods will fall off with the advent of hot weather, but there will always be a class of custom that will take to a material such as this, and we may look for a continued trade in these colored flannels and cashmeres. In the Fall their popularity will probably be revived.

### PRINTS

Of the brisk trade done in prints this Spring we have already spoken. New signs of the increased use of these fancy-finished cottons are coming to light every day. The many handsome designs imitating foulard silk have shut this silk out of the market entirely and jobbers are sacrificing their stocks. These prints, this year, will not only be used for blouses and wrappers, but will be employed as the foundation of entire dresses. How sincerely they are appreciated is well shown by the attitude neckwear manufacturers are assuming towards them. They are actually making up men's and ladies' neckwear out of mercerized sateens—and high-class neckwear they make. It happens quite opportunely for the consumer. The King Edward tie, for both ladies and gentlemen, made out of foulard silk could not be retailed under 75c.; made of sateen it can be sold at 40 or 50c. A feature in the print trade is the steady call for better grades.

One evidence that trade is not as active in the larger centres of the States as it was last year is the appearance in the Canadian markets of travellers of some American mills offering some lots of fabrics for the dress goods trade at a price. This is chiefly true of cotton fabrics.

### THE FALL SEASON

In a month or so the big wholesale importing houses will be showing their Fall samples of dress fabrics. Buyers who have returned from the other side report no startling changes. Plain fabrics continue to rule, and many lines of French fabrics while spoken of as novelties are not much more than variations of the materials which have been in vogue the past season or two.

There is always a certain trade in fancies, but for the great bulk of the fashionable trade there is no revival of fancy designs, and even of late figured blacks, according to some buyers, are on the decline. The same remark is made quite freely about the rough finish in dress goods which is not looked upon as a certainty in some quarters. But there is still a good deal of doubt about the future. In colors for Fall, the present

popularity in New York of shades of green, based on the reseda greens, mostly of the dark variety, is one indication. So, too, is the present demand for blues, rose and other shades of red. The English manufacturers are so far working chiefly on plain fabrics for Fall, although some expect a demand for a few neat fancies and armure effects.

## NOTES FOR BUYERS.

The Brock Co., Montreal, have a beautiful range of novelties in blouses. Some choice lines just put into stock and more coming in, prices from \$4.50 to \$35.

Brophy, Cains & Co. have purchased the whole of the "left over" stock of one of the largest shirt manufacturers, and are offering to the trade lines of regatta, negligee, flannelette, cambric and zephyr shirts at prices heretofore undreamt of. This is not an old or soiled stock, but all new goods, nearly all of imported cloths of the latest designs.

Some all-wool serges, in all colors, are offered in Wyld-Darling Co.'s to be retailed at 25c. There is an active demand for cashmeres. Two specials, C78 and C79, to retail for 40 and 50c., are going well. Broadcloths and black figured goods are still in good demand. A range of the latter is offered to retail at from 25c. to \$2. The new cloth, Jinnelaines, for blouses, is moving freely in polka dots, stripes and figures. Wash goods of all kinds are a feature of the present trade. Swiss spot muslins, Victoria lawns, tuck lawns, nainsooks, organdie muslins, etc., are all in demand now. Of the latter, they make a specialty to retail for 10, 12½, 15 and 25c. that dealers can do well with. A new addition to this department is the stock of ladies' and children's ready-to-wear aprons, in colored and white linen, lawn and muslin. These will retail profitably for 15 to 50c.

S. Greenshields, Son & Co. have just received a fresh importation of French printed delaines for Spring and Summer trade. This shipment comprises all the latest novelties in colors and patterns. Samples will be forwarded on application. This is one of the most important importations of Summer goods made into Canada this year.

In their dress goods department, John Macdonald & Co. show a line of French printed delaines in many patterns, including sprigs, various sizes of spots, stripes and floral designs. They are put up in convenient lengths of 23 or 24 yards and retail at 40 to 60c. Many are selling. A shipment of the BB 45-in. line lawns is selling at the old figure. For hot-weather trade white blouses in lawn, dimities, muslins, etc., are shown.

## FRENCH TAX ON DEPARTMENTALS.

The French Senate is now discussing a measure of great importance to the proprietors of the large Paris department stores—grands magasins. It is proposed that the proprietors of such establishments shall pay a tax on the employes they engage, calculated on the following basis. At Paris, 25 francs, for each employe; in towns of from 100,000 to 500,000 inhabitants, 20 francs; in towns of from 50,000 to 100,000 inhabitants, 15 francs, and in towns of 50,000 and under, 10 francs per employe. The measure also proposes to levy a tax on the horses and vehicles used by the proprietors of these establishments on the following basis: At Paris the tax proposed is 100 francs per vehicle and 50 francs per horse. The first two vehicles will be exempt from taxation, and each automobile used is to be reckoned as a vehicle drawn by two horses.

**Special  
Clearings  
In All  
Departments  
Before  
Stock-Taking**

**Write us for samples of following drives in DRESS GOODS:**

|                               |     |         |
|-------------------------------|-----|---------|
| Range 3401, Fancy, 7 Patterns | -   | 12 ½ c. |
| W 10, 5 Styles Plaids         | - - | 19 ½    |
| J 22, Blk. and White Lustres  |     | 25      |
| 3393, Fcy. Tweeds, 5 Designs  |     | 25      |
| B 40, Ck. Tweeds, 5 Patterns  |     | 27 ½    |

**White Piques**

A very special line of 50 pieces to clear at 8 ½c. Send for sample piece.

**NOTE**—We carry a large Range of Plain and Embroidered Cotton and Linen **LAP DUSTERS**. Please ask Travellers to show samples, or send sample order.

**Knox, Morgan & Co.,**

**WHOLESALE  
DRY GOODS,**

**H**amilton,  
Ont.



# NOTES OF TRADE IN THE WEST.

A Fair Sorting Business—What European Buyers Just Returned Say About Fall  
Messrs. Whitley's New Departure—The Millinery Season—Current Notes.

From THE DRY GOODS REVIEW'S Special Correspondent.

Winnipeg, April 22, 1901.

THE sorting trade continues to show a fair volume and on the whole has been very satisfactory and with increasingly warm weather a large trade is expected in more distinctively Summer novelties and dress goods. Indications point to an extra run on white goods, while colored muslins and laces are in active demand.

## NEW IDEAS FOR COMING TRADE.

Stobart, Sons & Co.'s fancy goods and smallwares buyer, Mr. Suckling, had just returned from Europe when your correspondent called. This is Mr. Suckling's first season as European buyer for the house. In speaking of Fall styles, Mr. Suckling reported that tinsel and gold would undoubtedly continue popular. Black was predominating in the Old Land now, but indications pointed to a decided return to colors for Fall wear. Heliotrope, robinegg blue, admiral blue and greys would be popular shades. Blouses for Fall would continue to show the bishop sleeve with button on cuff. The colors are all solid, but a lace bolero effect is shown on some of the best lines. "The bolero," continued Mr. Suckling, "is likely to remain a prominent feature of Fall fashions—and is shown in rich gold embroidery, meehlin and gold, and many handsome materials. Black velvet ribbon is and will be as popular as ever and it is very hard to secure a sufficient stock.

Messrs. Gault Bros. & Co. are finding trade more than up to their expectations and also report an agreeable surprise in the percentage of collections realized. Among the novelties in men's wear that have proved extremely popular with the customers of the house is the "Spino" shirt. The bosom of this shirt is printed in such a way that it has all the graceful effect of triangular meeting stripes with none of the defects incident to cutting the material bias to produce the desired effect.

This house are showing an especially attractive line of fancy French flannels in 21 shades. These flannels are light but firm in texture, while the colors run from army scarlet down to the most delicate pastel blues and greys. They are especially suitable for boating, tennis and golfing blouses. In blouse taffetas no less than 26 distinct shades were shown.

## NEW FEATURE IN TRADE.

The firm of R. J. Whitley & Co. will on the first of May add a new feature to their ever-growing business—that of a manufactory for men's negligee shirts, cotton cord pantaloons, hot weather coats and women's wrappers, and undershirts. The workroom will occupy the entire third floor of the new Imperial block, and the very latest and most improved machinery is being installed, which will all be operated by electricity. It is expected to employ about 50 hands to start with and increase the staff later. The travellers of the house will carry a complete range of samples of the goods manufactured, and these will be in the hands of the trade of the West by May 15.

This house are showing a special line of women's cashmere hose for Summer wear which is proving extremely popular. It is as thin as a lyle thread but strong and durable; also absolutely non-shrinkable. It is called the "Monodye." Another popular line is the black lyle hose with natural wool feet.

The straight-front corset may be said to grow hourly more popular and the "B. & C." Canadian make are proving

highly satisfactory, particularly a Summer weight on white, which retails at \$1.

There perhaps never was a season when such a large number of designs, all pretty and convenient, were shown in parasol handles. The parasols, by the way, are chiefly in dark shades and are large in size—the style is all in the handle. Many of these are naturally woods, beautifully carved and brightened with rolled plate bands or designs in sterling silver. Others show handles of beautifully cut and polished buffalo horn, bone or agate with settings and furnishings of metal.

A pretty novelty that has come in with the long-waisted effects now so popular is the Marie Antionette Dip Buckle, which is shown in bronze, gilt, silver, jet, enamel and turquoise and rhinestone settings. These buckles are most frequently worn with belts of black ribbon velvet and give an exceedingly dainty finish to a light Summer costume.

## MILLINERY.

The season has been a very good one in this line and the sorting trade continues brisk and satisfactory. McCall's report that lines popular at the opening have continued so as the season advanced. The demand for ready-to-wear goods has been the largest in the history of the trade here. Certain classes of made hats in meehlin chiffon and taffetas have also found many purchasers. They are really artistic in design and with the addition of a few flowers make a charming head covering. These all come in either black or white. Tinsel and large gilt buckles are still leading lines. In flowers it has been found impossible to keep the large ragged black chrysanthemums in stock the demand has been so great.

## NOTES.

Tenders have been called for the purchase of the balance of the stock of Myron McBride & Co., wholesale men's furnishings. This firm has been in process of liquidation for some months and the intention now is to close out the balance of the business as speedily as possible.

Mr. Wilson, for many years with Stobart & Co., of this city and until recently their foreign buyer, has taken a similar position with Gault Bros. in this city.

Mr. J. M. Campbell and Mr. A. S. Burns, foreign buyers for R. J. Whitley & Co., are in Europe and not expected home for some weeks.

Mr. Macdonald, general buyer for Stobart's, is expected home next week.

Mr. Godfrey Parker, buyer for The Hudson's Bay Company, is on his semi-annual trip to English and European markets.

Mr. Thompson, who has charge of the dress goods department of Messrs. Smellie Bros. & Co.'s large department store at Russell, was a visitor in Winnipeg recently. Mr. Thompson reports an excellent trade in Russell throughout the past season.

E. C. H.

## GONE IN SEARCH OF SILKS.

The energetic manager of Gault Bros. & Co.'s shirt and neckwear factory, Mr. V. de V. Dowker, is leaving about May 1 for Europe, on his annual visit to the Continental silk markets in search of Fall and midwinter novelties in neckwear cloths. He will visit all such places as Zurich, Grefeld, Lyons and other French and German cities renowned for their silk productions. His trip will probably extend over two months.

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# Deimel Linen-Mesh Underwear



is not a fad or fancy. It is not an experiment. It is underwear that is made upon a common-sense principle—underwear that sells to the best class of trade—underwear that brings profit and prestige to the store that sells it.

The cleanliness, the comfort, the healthful qualities of **Dr. Deimel Linen-Mesh Underwear** are what make every wearer an enthusiast, who converts his friends.

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### HOSIERY A SPECIALTY

See our 50-Gauge Maco Thread,  
Black Cotton Hose for Ladies to  
retail at 25c.

SEE FALL SAMPLES.



# WINDOW AND STORE DECORATING

Conducted for *THE REVIEW* by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## ELECTRICAL EFFECTS—HOW TO WIRE.

IN some of the larger stores an electrician is employed, and when the trimmer requires anything in electrical work done, he simply calls on the electrician. These cases are exceptional, for in the majority of stores the window-trimmer is thrown on his own resources and has no one to help him out of his difficulties, and if he is not posted on electrical appliances his designs are not properly illuminated—a deficiency that annoys the conscientious trimmer as well as his employer.

While I do not understand electrical work thoroughly, and am not a good critic on such matters, yet I have had enough practical experience to enable me to do my own wiring, and the following remarks may prove of value to some of my confreres in the profession who wish to enhance their displays by modern lighting and mechanical effects.

Electricity, properly applied, is an important factor in selling goods through the show window. Therefore, the window-trimmer who understands wiring his own windows is a more valuable man to his employer than one without this knowledge. In the following I shall try and explain simple wiring as minutely as possible, without using technical terms.

If you have permanent lights in your windows, the first thing to do is to have a "cut-out" placed on the inside of the window with, say, a 50 volt circuit running to it from the street wires. Any dealer who keeps electrical supplies will show you what a "cut-out" is and how it is used; also the other articles that I may mention.

Any electrician will put this "cut out" in for you in a short time. This saves you "tapping" the permanent wires, which should not be done, as it weakens the permanent lights. Be sure to ascertain the voltage, or, to be plainer, find out how many lights your "cut-out" will carry. Before you begin your work you must have sufficient tools to work with, and sufficient supplies to meet any case of emergency.

The following is a list of what is generally required:

- A pair of nippers to cut and twist wire,
  - Brace and bit,
  - Screwdriver,
  - An old pocket knife,
  - A burner (candle will do).
- The list of supplies:
- A bundle of No. 10 or 12 wire,
  - A roll of insulating tape,
  - Porcelain knobs,
  - Sockets,
  - Bushings,
  - Solder.

The last item you can get prepared with resin, and it needs no acid to make it adhere. No quantities are mentioned in the list, as that will have to be decided by what you intend to work out.

First of all I will explain the difference between "arc" wiring and incandescent. If we had a row of "arc" lights to put up, we could run our wires as in Fig. 1. The current going to the first light passes through to the next, and so on, until it reaches the last light, when it returns to the dynamo at the power house.

With incandescent lights we run two wires parallel and make our connections as in Fig. 2.

This is called "multiple arc." Each lamp is independent of the others, and if one "dies" the current passes through the others uninterrupted.

Now for the wiring. We will suppose you have a straight board 5 ft. long and you want to put lamps on it. Proceed as follows: Space out your distances and bore a hole wherever you want a lamp. Make this hole large enough to take the holder (or socket, as they are called). After wiring each socket with a piece of "cord wire" (that is the twisted cord wire as used for suspending lamps with) place one in each hole. Leave enough of the cord to connect to the main wires.

Fig. No. 3 will illustrate it.

After each light is connected to the "mains" (that is, the wires that convey the current), take a piece of insulation tape

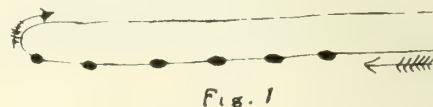


Fig. 1

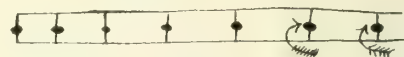


Fig. 2.

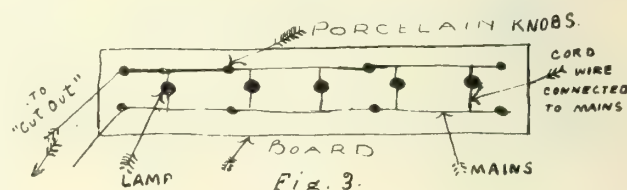


Fig. 3.



Fig. 5.

about four inches long and wind it around the exposed joins thoroughly. This is to prevent it coming in contact with another wire, that might cause a "short circuit" and blow your lights out. This "short circuit" will be explained later.

To join the wires together cut about 1½ inches of the insulation off the wires, and then scrape them so as they will



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*The best show case that money and skill can produce.*

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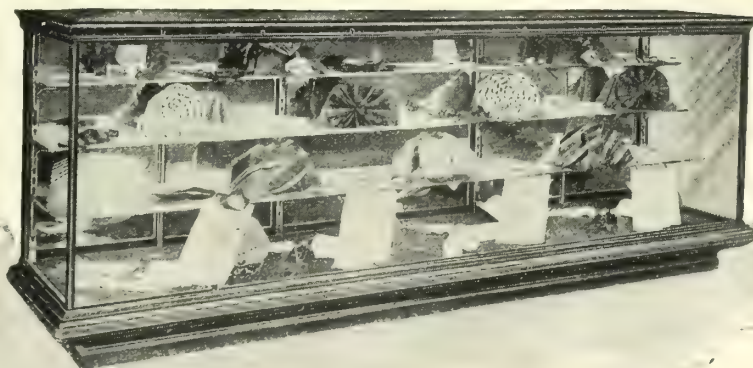
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We have a circular that tells all about our patent lighting device. Send for one if interested.



Lighting Device Patented in the U. S., Oct. 10, 1899 and Jan. 1901.  
Patented in Canada, Jan. 4, 1900.  
JOHN PETZ PATENTEE.

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*New French Printed Delaines*

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*Suede Gloves in the Newest Shades and Styles.*

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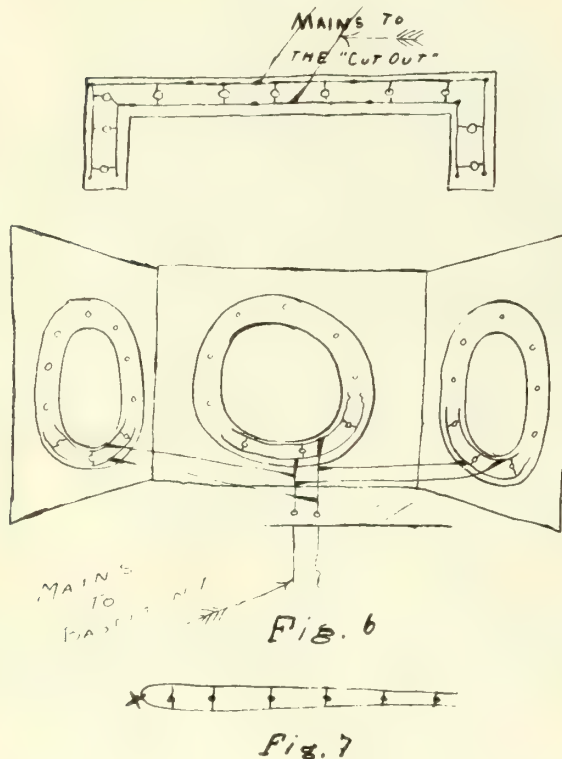


**WINDOW DECORATING—Continued.**

be clean and bright, and then twist one tightly around the main wire. Do this on the opposite side, and cover with insulation tape ; see Fig. 5.

After you have them well insulated you can proceed to join the main wires to the "cut-out" which supplies the current. First of all cut about an inch of the insulation off the ends of the main wires, then unscrew (just a little) the brass screws in the "cut out," push the end of main wire under the screw head and screw it down tightly on the wire. Do the same with the other main wire on the opposite side of the "cut-out," put in your lamps and you will find they are lit.

Great care should be taken to see that the "cut-out" is properly "fused." The fuse in the "cut-out" is a piece



of lead wire ; its use is to prevent an accident, such as fire, etc. Should the main wires touch each other it would cause a short circuit. The fuse then "blows out," that is it melts and all that is required to start the lights again is a new piece of fuse wire put in the old one's place

Care should also be taken not to allow the ends of the mains to touch each other, especially when connecting them to the "cut-out." If they touch it will blow out your fuse.

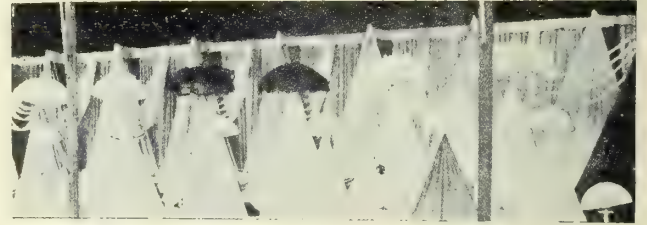
Insert the ends in the "cut-out" one at a time and see that they are tightly screwed in. If you don't have them tight a lot of power is wasted. Also with loose joinings. It is always better to solder the connections, but I seldom do so as I join them tightly. When I have a cluster of lights, say, four or five, I always solder the ends where they are connected to the "feed" or main wires.

The same principles as above explained will enable one to place lights in circles, horseshoes, and any other designs that may be required. The above remarks refer to a design where a single line of lights is needed, that is where they run uninterruptedly from one light to another.

But how about a design that cannot be wired that way? It is very simple, as the accompanying diagrams will illustrate. Notice where the connections are made.

These are very rough sketches, but will convey the idea. The following are a few "don'ts" for those not familiar with wiring :

Don't bring a wire through the floor or window without



Dress Fabrics Draped.

bringing it through a "bushing" (that is, a clay tube made for the purpose).

Don't forget to cut the wire where X is marked, as shown in Fig. 7.

If you forget it, it will cause a "short circuit."

Don't handle live wires ; 110 volts won't kill you, but it is decidedly unpleasant, and through carelessness some day you may touch a stronger one. Practise caution.

When you get the electrician to put up the "cut-out," get him to run a switch in for you also, and get him to show you how to connect it to the wires of your design.

Don't leave a bare wire show from the street ; cover it with the same color as the background.

Don't think the writer of these remarks knows all about electricity. He merely understands simple wiring like the



A Display of Shoes.

foregoing examples, which is about all that is necessary to understand to get up neat effects with lights. If any of my readers are interested in electrical effects, he can generally get all the information he desires from any local electrician from whom he gets his supplies.

Don't be afraid to try it. A great many young fellows



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W. R. HEES,

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## WINDOW SHADES,

and sell them at a price that affords the retailer LARGE PROFITS.

BARGAINS IN UPHOLSTERY GOODS.

We are clearing a good assortment of Upholstery Goods. Prices very low to clear; if interested see our travellers' samples or write to us.

OUR DERBY TABLE COVER.

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc. Our new illustrated catalogue just out. Send your card and get one by mail.

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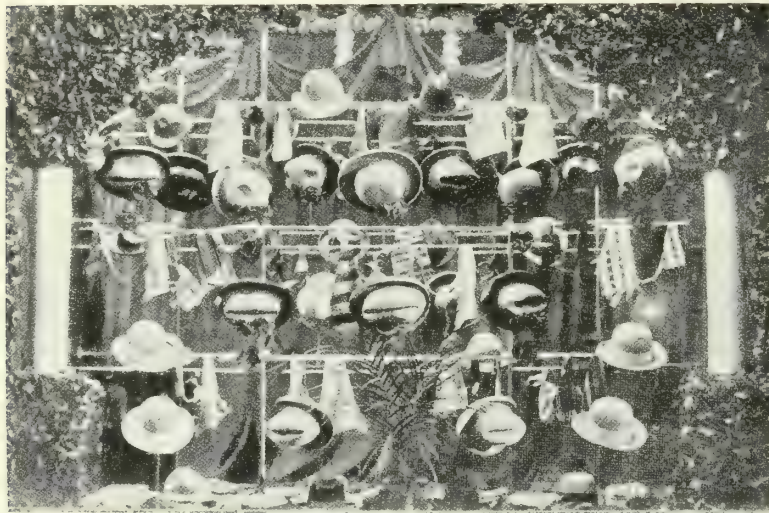


**WINDOW DECORATING—Continued.**

have a dread of an electric wire. There is no danger whatever connected with it, if caution is exercised.

I have a 75-volt circuit in all of my windows from which I take my connections. I have been doing my own wiring for a number of years and have never had the slightest trouble.

I did not know an iota about wiring when I first tried it, but by asking questions from different electricians and by



Hats Arranged 'on Racks.

experiment at different times I soon became acquainted with it. I find it very interesting and fascinating work and at present I have some beautiful electrical effects in our windows which are receiving great comment. I trust I have made my ideas plain enough. If any reader has a design that he would like wired and does not know how to go about it, if he will send me a drawing of the design I will be pleased to forward him a diagram of how it can be wired and what it will cost to do the same.

In future editions of THE REVIEW I will explain more difficult ideas, such as the wiring of revolving effects, flashers, etc.

**FOR "BEGINNERS."**

To map out any special diagram for the young trimmer to follow would be entirely out of the question, as this must be determined largely by the conditions affecting each individual case.

There are, however, certain rules and requirements, which must be adhered to if the trimmer ever expects to accomplish much in the work he has undertaken. One of the first requirements of the successful trimmer is the exercise of judgment and good common sense.

Before you begin a display, stop a moment and think and take a sort of mental invoice of the facilities at hand. Then plan the work accordingly.

We will suppose that the store in which you are employed has two show windows, each of which is perhaps six or seven feet in width, and separated by the entrance to the store.

Your employer, perhaps, has never made any effort at window dressing, and as a consequence the windows are not even enclosed.

Now, what is the first thing to do? Go to your woodpile or the place where the empty boxes are kept, and secure boards enough to properly encase your windows.

Perhaps there is not even a base in the window. If not, put one in.

Build this as wide as the space will permit, anywhere from three to six feet. Then case up the back.

If your platform is not over three feet wide, don't build your background over four feet high, but if six feet wide, you may build it eight feet high.

When this is done go to your local printing office and secure some ordinary paper, such as is used for newspaper work. Tack this to your background, and you will have a nice clean white surface on which to pleat your cheesecloth or other material.

Cheesecloth (while being discarded by a great many trimmers), is the best material for the beginner to use, as it is the most easily applied of any material, comes in all the different colors, can be used for any purpose and is cheap material. While the use of cheesecloth should be limited by the experienced trimmer, there is no material that is easier for the beginner to handle. No one will challenge the statement that there is nothing neater than a nice even pleating or puffing of cheesecloth. In fact, we often see it used by the very best trimmers in connection with velveteen and plush-covered frameworks.

When your employer comes to you and asks you to make a display of this or that material, do not start for your window the next minute and begin hauling it out, but commence at once to lay out your plans for the display. When these are finished get everything ready, as far as possible, and then when you clear out your window you know exactly what you are going to do, and will be able to proceed in a systematic manner. Each time you attempt a certain piece of work, see if you can't do it a little better than the previous attempt.

Try to make your pleating a little more even and your



A Show of New Millinery.

drapings more graceful. It is only by constant study, patience and effort that you will ever become proficient. Many beginners make the great mistake of attempting too elaborate designs. They seem to want to become great trimmers all at once. This you cannot do, and in these wild attempts at something great you completely miss the mark you are



# Pewny's Gloves

never make old stock.

The Latest Styles  
Correct Colorings  
and Perfect Fit

ensure them a ready sale.

DON'T FORGET THAT

**EVERY PAIR IS GUARANTEED.**

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MONTREAL, and VANCOUVER, B.C.

Sole Selling Agents for Canada.



"Rooster Brand"

Overalls

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Fitted with our new

**Safety Watch Pocket**

(Patent applied for)

The only watch pocket ever put on a garment that afforded **Absolute Security** for a watch.

If you do with railway men let us send you a dozen suits.

DOUBLE BIB OVERALLS, at - \$9.00  
JACKETS, with patent wrist snaps, at 9.00

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STAIR Oil Cloths Canvas and Painted Back.

MATS or Rugs All Sizes.

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**ENAMELLED and LEATHER CLOTHS.**

Our goods are handled by all the Wholesale Dry Goods Jobbers in the Dominion, and our Spring Patterns are now in their travellers' hands.

Be sure and see our samples before placing any orders for foreign makes.

SATISFACTION GUARANTEED IN QUALITY AND PRICE.

Office and Works, St. Catherine and Parthenais Streets, **Montreal.**



**WINDOW DECORATING—Continued**

aiming at. It isn't so much the greatness of the design, but rather the careful consideration of every detail that constitutes a well-trimmed window. A simple design well carried out is much more artistic than to attempt some gorgeous design without the proper facilities for carrying it out.

Do the best you can with the material and the facilities at hand, and do not grumble and find fault because you have nothing to work with. Some of the most proficient trimmers have nothing but the simplest wood fixtures and these they make themselves.

I hit upon a very good plan some time ago and I find it a great convenience and one that saves a lot of time. I got about two dozen oblong frames made, size 9 ft. high and 27 in. wide, made of 1 x 2 in. strips with two cross pieces in the centre to keep the sides rigid.

Over these I tightened white cotton, good and tight, then I pleated them over with white cheesecloth, covering the tacks with a puffing in another color. These I find can be set at angles or on a straight line for backgrounds or ceilings, floors, etc.

They can be made during the spare moments and they save you a lot of worry and time in arranging a hurried display. After these get soiled I intend to take off the cheesecloth and cover them with ingrain (plain) wall paper or denim and put a gilt moulding around the edges. They will make nice effective backgrounds for dress goods, clothing, etc. I think this method of prepared backgrounds is a splendid one, as such frameworks of circles, arches, ovals, diamonds, oblongs, etc., can be arranged in so many different ways. I keep a good assortment of these in my supplies and never have much trouble in constructing backgrounds.

I also keep these wired and at any time can run a line of incandescents on them. I have a "cut-out" in every window and it is only the work of a few moments to connect my circuit to the lamps.

The Easter trims all over the country have shown a marked improvement over all past trims. In Montreal and Toronto the Easter decorations have been marvels of beauty. In Ottawa there has never been the interest shown as at the present time. They are as handsome as anything ever seen in the big houses in New York and Chicago.

Merchants are alive to the fact that artistically trimmed windows are their best "money-bringers." H. H.

**SOME CONCESSIONS IN COTTONS.**

Gault Brothers & Co. take stock June 1, and to reduce their stock of cottons before that date they intend making some special concessions to the trade during the month of May. They have about 3,000 pieces of galateas, oxfords, shirtings and apron gingham—all new goods—that were bought early on a cheap basis, and some real, live bargains can be obtained. Dealers interested in the matter should write for samples, and they will have their wish gratified.

Wm. Blackley, manufacturing agent, has moved from the Manchester building, and now occupies showrooms in the Nordheimer building, Toronto.

Mr. A. Goldstein, manager of the Montreal Feather Co., is negotiating with the municipal authorities of Coaticook, Que., to remove his business there. He requires a loan of \$25,000 and 20 years' exemption from taxation. The town council preferred that Mr. Goldstein should secure the loan elsewhere, and they would pay the interest on it, as long as he paid \$20,000 in wages up to a period of 15 years.



EASTER CLOTHING—Trimmed by H. Hollinsworth, Ottawa.



# SEASONABLE TRADE WINNERS



**The  
B. & C.  
Wright Bust Form.  
For Slender Figures.**



**The  
Straight B. & C. Front  
Hip Spring.  
Medium Stout Figures.**

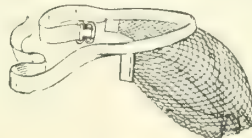


**The  
Straight B. & C. Front  
Medium Figures**

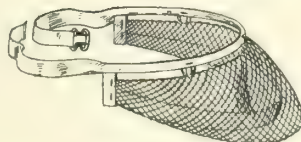


**THE  
Straight B. & C. Front  
DISTENDER**

THE WESTON & WELLS MFG. CO.  
New Braided Wire Bustles.



**Grace.**



**Lenox Hip Pad.**



**Stephenson & Co  
ALL-WAYS READY BELT.  
Requires No Sewing.**



**PATENTED JAN. 10, 1900.  
KABO  
Bust Perfector.**

Manufactured only by \_\_\_\_\_

Sample Orders Solicited.

## BRUSH & CO., Toronto.





\*\*\* This department is conducted and prepared by Mr. Joseph Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Bell & McEachern, Stayner, Ont.

THE critic is in receipt of the following letter from Bell & McEachern, of Stayner, Ont.: "We enclose herewith a copy of one of our Spring circulars for your criticism. Kindly handle it without gloves, for we can make no advancement unless we find out where we can improve.

"Permit us to say that we appreciate very much your clear, candid, and concise comments with advertisements submitted to you. They are most helpful. More power to you. May your constituency enlarge!"

That's a nice spirit, and excites the critic's interest. We'll be candid, gentlemen. We don't like the circular. Not that it isn't a good one. It's as good as the average, and far and away ahead of scores more pretentious. But, really, we have a poor opinion of circulars in general. Stayner, we take it, is quite a town. Why circularize when you have good weekly newspapers? Compared with such media, circulars are outclassed. You can't put live news in them. General statements, or what we might better dub "blank cartridges," are ineffective in bringing down the game.

In the circular under review, we can note little drawing power. The magnets are weak and necessarily so, seeing that, being for no particular day, offerings are not specific enough. Generalities are not resultful in crowd drawing. For instance, take this Bell & McEachern dress goods ad.:

We mention dress goods first, as our prominent line. The newest ideas prevail here, from the low-priced goods to the handsome lines we carry in blacks at \$1.50. High-class goods at moderate prices prevailing.

Gentlemen,—Where's the drawing power there? If, after introducing your Spring stock by some general remarks, you baited your hook with specific offerings, plus descriptions and special prices, you would have landed some fish. But, to look for results from bare hooks such as that would be an optimism exceeding that of Micawber's. The critic's advice to this firm is to be parsimonious to a fault on circulars of this or any character, and what you save thereon expend in daily or weekly papers in the announcement of live store news. The public want bargains, or "strong values" if you like it better, and are little, if at all, interested in

"A FEW WORDS ABOUT OURSELVES,"

which was the caption of the Bell & McEachern circular.

To sum up, the circular was excellent of its kind, but we don't like circulars of any kind, unless at the Yukon, or live

out-of-the-way places where papers are few and far between. Think it over, gentlemen, and perhaps you may agree with the critic. If you want a special introductory at any time, and think the critic could help you, write him and he will only be too pleased to accommodate you.

\* \* \*

An Apology Tendered.

The critic's apologies are due to Messrs. McCurdy & Co., Sydney, C.B., whose scribe wrote us enclosing ads. submitted for criticism. Unfortunately, they have been mislaid. If the firm will be kind enough to send others, the critic will endeavor to make amends for his carelessness by prompt criticism thereof.

\* \* \*

\$5 Coats.

\$3

\$6 Coats.

Ladies' Spring-weight Cloth Jackets, in sizes 32 to 38 only, at \$3 for choice. Only \$1.98 for choice of remaining \$3.50 Flannelette Wrappers in French styles.

**\$2.79 for \$7.50 Waists.**  
(85 to \$7.50 Silk Waists.)

**\$3.79 for \$10 Waists.**  
(88 to \$10 Silk Waists.)

**\$2.48 for \$5 Dresses.**  
(Misses' Trimmed Cloth Dresses.)

**84c for \$2.50 Bonnets.**  
(Children's Silk Poke Bonnets.)

Art Needlework Department for these three lots: Pillow Covers that were 25c to 50c at 15c... Linen Squares reduced to 29c from 50c... Tapestry Pillow Tops at 10c instead of 19c.

\$1 Gloves.

59c

\$2 Gloves.

This strikes the critic as a very effective and somewhat novel style of display.

\* \* \*

An Ad. From Nova Scotia.

A merchant in Nova Scotia, who requests his name withheld, submits a circular for criticism. The comments we made on the circular from Bell & McEachern are alike applicable to this. In fact, we would have said exactly the same thing to this advertiser, only with more emphasis. In this circular there

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**SPRING 1901**

---

**The Gault Brothers Co., Limited**

==== **Staple Department** =====

**EX. SPECIAL**

In order to reduce our Stock we  
will offer Special Clearing Prices in

Galateas, Shirtings, Oxfords,  
and Apron Gingham

for This Month.

Send for Samples and Quotations————

**Remnants**

Bleached Drills, Cottonades, Etc.

---

We control the output of one of the Mills in

**OUR White Cotton Friction Remnants.**

Sole Agents in Canada for FOWNES' GLOVES.



**GOOD ADVERTISING—Continued.**

is absolutely no drawing power. No specific inducements are cited. For instance :

Ladies' nightgowns from 58c. to \$1.80 each.

Ladies' corset covers from 27c. to \$1.40 each.

Skirts from 85c. to \$1.65 each.

Drawers from 30c. to \$1.00 each.

And that is a fair illustration of the entire circular. Better take one nightgown, one corset cover, one skirt, and describe them minutely and give their price, than furnish the range of your entire stock, or descant about everything in general and nothing in particular.

\* \* \*

### Joke of an Advertiser.

William Bender, of Cincinnati, during the past few months, has sent out thousands of carloads of beer to persons who have never given an order for the same, and some amusing incidents have naturally resulted.

It's not Mr. Bender's way to first solicit an order. That's too conventional. He has blazed a new path. The first intimation the prospective customer has that "something is doing" is the receipt of a letter inclosing a bill of lading, and stating that Mr. Bender has shipped, prepaid, one carload of bottled beer.

The answer which such a letter usually evokes is more forcible than elegant. Here are some samples :

William Bender, Jr.—  
Your letter indicates mistake. Order was not given and goods will not be received.

NELSON A. MILES.

William Bender, Jr.—  
Your letter of 24th, inclosing bill of lading, received. It is evidently an error. I know nothing of the matter and have given no order.

MARK A. HANNA.

William Bender, Jr.—  
Referring to yours of the 24th instant, with inclosed bill of lading, which I return herewith, I do not understand what you mean. I have ordered no carload of beer. To what order do you refer?

THEODORE ROOSEVELT.

In spite of these tart replies, when the car of beer arrived at its destination in each case it was received, and well it might be, for it was a neat, small, paste-board car, properly labelled with the brand of beer that is shipped in it on one side, and the name of the road over which it goes on the other. Inside was a tiny bottle of beer.

Upon the receipt of this

little sample, the letter of advice and the bill of lading were quickly understood.

That's wideawake advertising with a vengeance! It's easy to think of such schemes. The only essential is genius. This recalls the directions of the sculptor to an aspiring artist—"All you have to do," said he, "is to take a block of marble and a chisel. Then chip off all you don't want." Simple, isn't it? And about as valuable as the general run of advice usually is!

\* \* \*

### Another Ad. Genius.

Any man can hire space in the papers, advertise a specialty and in a short while make it a household word from the Atlantic to the Pacific. That is, if he can come down with the coin. But to do so, without money and without price—that's another proposition.

One man in New York City has tried it and, up-to-date, admirably succeeded. His name is Riggs, Captain Riggs, if you please. He's a dealer in Indian rugs and curios at 41 43 University Place. The captain is quite a character—a Buffalo-bilious sort of man. His hair is Beecheresque; his headgear Rooseveltian.

But about the free ad. A while ago, the captain inserted the following in the want columns of the New York dailies :

**WANTED—STENOGRAPHER;** also girls for other positions; must have red hair.

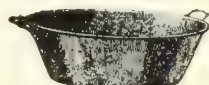
The next day what looked like heliograph signals were flashing up and down University Place. This strange brilliance

No Exaggerated Values.

THE EDW. MALLEY & CO.

Our 49th Business Year.

THE EDW. MALLEY & CO.



Agate Dish Pan, 30c.



Agate Lipped Saucepan, 9c.



Agate Pudding Pan, 7c.



Agate Wash Basin, 9c.



Oil Stove Kettle, 9c.



10 qt. Bread Raiser, 19c.



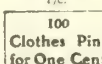
Cotton Cloth, 10c. per foot.



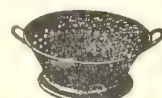
Egg Beater, 4c.



Galvanized Pail, 17c.



100 Clothes Pins for One Cent



Colander, 5c.



Rice Boiler, 22c.



Lipped Sauce Pan 2 qt. 4c.



Solid Ladles, 5c.



Pudding Pan, 4c.



Wash Boiler, 50c.

## Annual Spring Sale of KITCHEN FURNISHINGS.

Estimate the number of homes in this city—the thousands of kitchen utensils that wear out and the poor cooking that results from old pots and pans. Then, housekeepers, read down the list of prices and get a place next to the counters early Monday morning.

**See the Temple Street windows for the biggest values in Utensils ever shown in New Haven.**

The number of kitchens in New Haven will indicate the enormous demand for these articles. The condition of your utensils will tell you whether to save money now—or to put off buying until the chances are not so good.

Today's news doesn't tell the whole story. It merely points the way.

### Tinware.

Dish pans, 10-qt., 6c.  
10-quart galvanized water pails, 9c.  
Galvanized chamber pails, 17c.  
Oil stove kettles, 8c.  
2-qt. lip sauce pans, 5c.  
3-qt. lip sauce pans, 8c.  
10-quart bread raisers, 19c.  
Japanese dust pans, 2c.  
No. 7 wash boilers, 19c.  
4-qt. oil cans, 9c.  
Gem graters, 3c.  
Measuring cup, 3c.  
Bread pans, 3c.  
Sponge cake pans, 3c.  
Deep pudding pans, 3c.  
2-qt. milk kettles, 10c.  
1-qt. milk kettles, 5c.  
6-in. frame muffin pans, 5c.  
Solid ladles, 5c.  
Biscuit cutters, 1c.  
Doughnut cutters, 1c.  
Wash basins, 3c.  
Large soup strainers, 5c.

### Agate Ware.

1-qt. tea pots, 15c.  
1-qt. coffee pots, 15c.  
Tea kettles, 27c.  
12 in. Wash basins, 9c.  
Dish pans, 30c.  
2-qt. lip sauce pans, 9c.  
2-qt. lip preserving kettles, 9c.  
9-in. pie plates, 5c.  
2-quart pudding pans, 7c.

### Wooden Ware.

Wash boards, 9c.  
Scrub brushes, 3c.  
Wooden chopping bowls, 5c.  
Large wooden spoons, 1c.  
Large wooden chopping bowls, 10c.  
Large rolling pins, 5c.  
Large potato mashers, 3c.  
4-qt. glass oil cans, 14c.  
Parlor broom, 10c.  
Wash tubs, 44c.  
Towel rollers, 5c.  
Kitchen mirrors, 9c.  
Bread boards, 9c.

### Miscellaneous.

Pine liquid polish, 9c.  
Silver polish, 3c.  
Large heavy broilers, 5c.  
Best willow laundry baskets, 19c.  
Fairbank's floating soap, 3 for 10c.  
3 cakes of tar soap, 10c.  
3 cakes Lighthouse soap, 10c.  
Gold Dust, 14c.  
3 papers Armour's washing powder, 10c.

### Tinware.

Infants' baths, 39c.  
Oval foot baths, 15c.  
Bread boxes, 19c.  
Covered dust pans, 5c.  
2 qt. dippers, 3c.  
Gravy strainers, 7c.  
9-inch pie plates, 1c.  
Mixing pans, 2-qt. 4c.; 3-qt. 5c.; 4-qt. 6c.  
Mixing spoons, 2c.  
Japanese candlesticks, 3c.  
Lip measuring cups, 1 qt. 3c.  
2-qt. covered pails, 3c. 3 qt. 5c.  
Cups, 3c.



Washboard, 1c. 8c.



Agate Tea Kettle, 27c.



Dish Pan, 5c.



Dish pan, 5c.



100 Clothes Pins for One Cent

And What is the Matter With This? Isn't It All Right?

# Mann, Byars & Co.

DRY GOODS

EXPORTERS

## GLASGOW, SCOTLAND

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AGENTS IN CANADA:

Alex. Peden, Montreal, for Quebec and Eastern Ontario.

Milton Kerr, Toronto, for Western Ontario.

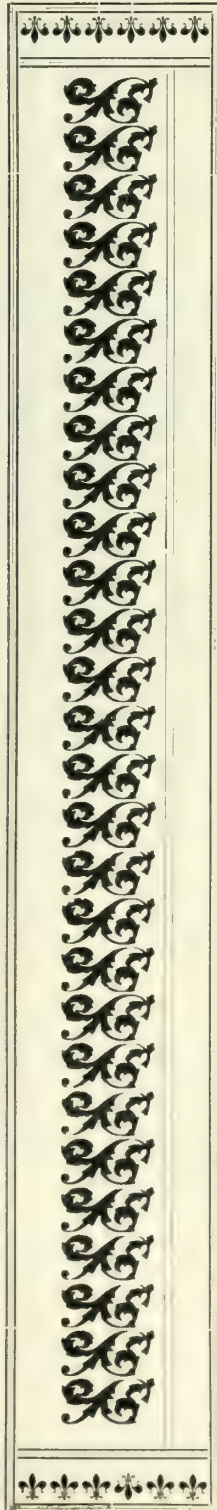
C. H. Barbour, St. John, N.B., for Maritime Provinces.

J. L. Beckwith, Victoria, B.C., for Manitoba to B.C.

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## SPECIAL NOTICE.

For next Fall and Winter, we show the Latest designs from Berlin and New York in LADIES' COATS AND CAPES, produced in our Glasgow Factory, thereby giving full advantage of the Canadian Preferential Tariff.





**GOOD ADVERTISING—Continued.**

was not Tesla's new light, with which he proposes to "wig-wag" Mars, but the reflection of the sun's rays on the Titian-haired damsels who had come to answer the ad.

A live topic will always find a market. This topic presented possibilities too attractive to be slighted. In a short time, therefore, there were as many reporters in that vicinity as auburn-haired maidens. Consequently, the captain was enabled to pick up the papers of the next morning and find column ads. inserted about him and his business, without the expenditure of a sou-marquee.

Now, there was genius. Any man could have gotten the same space had he paid for it. But the captain is averse to doing things in that conventional way.

When asked why he advertised for red-haired girls, the captain said :

"Because I think they are bright. They take hold better. And I like to have them about me, too. In fact, red hair has been a hobby with me for years."

Here, the captain winked. Advertisers, awaken! If you could drop in some time to the captain's office, as did the writer, and see that big pack of newspaper clippings from all parts of the country, describing him, his business and peculiarities, afterwards examining your check stubs, reminders of ad. bills settled, your thoughts would be interesting.

Seriously, was the captain such a fool, as his ad. would indicate?

\* \* \*

Those Wanamaker musicales are great crowd-drawers, and the idea, it appears to the critic, might well be copied by many a Canadian merchant. Of course, the programme might not be so varied or elaborate, but this, at least, is entirely feasible. Invest in an Æolian or Pianola and give a concert two days a week, supplemented by some local vocal talent. The expense would not be great, and the returns, as an attraction, would surprise you. It's wonderful what an audience is gathered at each of these Wanamakerian musicales in a city where the best music on the continent is rendered.

**Wanamaker Musicales**

at 2 and 3.30 o'clock this afternoon, in the

**ART GALLERY**

All are invited—up to the seating capacity available.

SOLOISTS (Miss KATHRIN HILKE, Soprano  
Dr. CARL DUFFT, Baritone  
VENTH-KRONOLD QUARTET

**PROGRAMME****2 P.M.**

Prelude Act 3rd Lohengrin ———  
The Symphony.  
"Three Visions" ——— Geibel  
Dr. DUFFT.  
(a) "Marche Funebre" ——— Chopin  
(b) "La Papillon" ——— Lavallo  
The Angelus.  
Intermezzo -Cavalleria Rusticana  
Mascegni  
Miss HILKE.  
(a) "Ava Maria" ——— Gounod  
(b) "Traumerei" ——— Schumann  
Messrs. Venth and Listemann,  
with Angelus accompaniment.  
Selected ———  
Angelus Orchestral and Crown  
Piano with Harp effect.  
"I Feel Thy Angel Spirit"  
Graben Hoffman  
Miss HILKE and Dr. DUFFT.

**3.30 P.M.**

Ballet Suite No. 1, Scene de  
Bachanale Hadley  
The Symphony.  
"Vulcan Song" ——— Gounod  
"The Old Plaid Shawl," ——— Haynes  
Dr. DUFFT.  
"Norwegian Dance" ——— Grieg  
Waltz, Opus 64, No. 1, arranged  
by Rosenthal ——— Chopin  
The Angelus.  
Emperor Quartet ——— Haydn  
(a) Adagio (b) Allegro  
VENTH-KRONOLD QUARTET  
"Good-Bye" ——— Tosti  
Miss HILKE.  
Selected ———  
Crown Piano and Orchestral  
Angelus with Harp effect.  
(c) Intermezzo ——— Gurliet  
(b) "The Mill" ——— Gillet  
VENTH-KRONOLD QUARTET  
"Passage Bird's Farewell" ——— Hildach  
Miss HILKE and Dr. DUFFT.

How much more of an attraction would it be in smaller cities? The Pianola or Æolian would not be an expense, but an investment, as they could afterwards be sold at a profit. Try it.

Use of Red Ink. Mr. A. W. Cressman, of Peterborough, writes: "Re your last criticism (which we are always glad to have and profit by), we would say that red ink advertising has been associated with our business for 18 years—wrapping papers, bags, etc., have always been printed in red—and this we have found resultful as being different from others. We beg to take issue also as regards the likelihood of more attention being given to the out-of-the-ordinary dodgers printed in red, as associated with the very many printed in black. We like your ad. criticisms—and none the less when directed to ourselves."

The Colonial  
Bleaching and Printing Co.  
Limited

MONTREAL

**FALL PATTERNS**

Now in the Hands of the Trade  
**UP-TO-DATE DESIGNS**

Get only the Standard Brands of

**Linen Threads**

*Barbour's*

*Finlayson's*

*Knox's*

*Dunbar's*

*Stewart's*

These have STOOD the TEST of YEARS.

**FRANK & BRYCE, Limited,**

TORONTO.

MONTREAL.

QUEBEC.



# The "20th Century Runner" Umbrellas

FOR LADIES AND GENTLEMEN.

*The only perfect runner made.*

---

Following up our success with the *men's* goods---in the exploiting of which we were the pioneers and are still the leaders---we have contracted with the manufacturers for their whole output for the next few months of

## Ladies' "20th Century Runner" Umbrellas

and are putting the same into stock as quickly as they can be made.

We are now quoting half-a dozen prices to retail at from \$1.00 to \$2.00, and will shortly be able to quote on the higher grades as well.

Our travellers have samples on the road, and we are also (as we did and are doing with the men's goods), putting up sample boxes of half dozens containing one only of each price.

Drop us a line and we will send you an assorted lot by return as sample.

Remember that nothing is "just as good" as the "20th Century" Runner, and that the **Ladies'** can be obtained **only** from

## **BROPHY, CAINS & CO.**

23 St. Helen Street, - - - MONTREAL.

N.B.---A full line of the Men's also in stock. State distinctly whether you want Men's or Ladies' when ordering.

Buy the —  
**20th Century  
Umbrella**

Runner Patented  
Jan. 9th, 1900.



DOLLY—"Swear for me, Tom—I can't find the conf-I-using  
spring anywhere!"

TOM—"I will do better, dear; I will buy you a 20th Cen-  
tury Runner umbrella like mine."

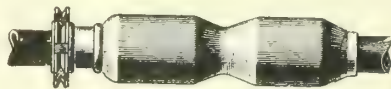


ASK FOR THEM.

# 20th CENTURY UMBRELLA

(PATENTED)

## Nickel-Plated Self-Acting Runner.

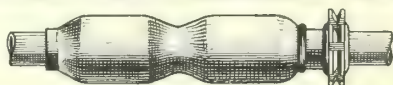


This new runner operates the springs in opening and closing the umbrella. No need to finger around looking for the spring when caught in a storm.

You are sure not to pinch your fingers or tear your gloves.

It is easily and quickly operated. Being made of solid hard tempered brass, heavily nickel plated, it adds to the strength and durability and appearance of the umbrella. It is so simple you could not get it out of order even if you wanted to.

**THIS UMBRELLA IS MOUNTED WITH OUR  
RAPID-SELF-ACTING-RUNNER.**



It moves quickly.  
It saves fingers and temper.  
The cover cannot cut against the spring.  
It saves your gloves.

PATENTED IN CANADA 1900

FAC-SIMILE  
OF TAG  
ON EACH  
UMBRELLA

FOR SALE BY EVERY WHOLESALE HOUSE IN CANADA.

FOR SALE BY EVERY WHOLESALE HOUSE IN CANADA.

TRY THEM.



## The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

### OFFICES:

|                                    |           |                       |
|------------------------------------|-----------|-----------------------|
| MONTREAL (Telephone 1255)          | - - - - - | 232 McGill Street.    |
| TORONTO (Telephone 2148)           | - - - - - | 10 Front St. East.    |
| LONDON, ENG. (W. H. Miln)          | - - - - - | 109 Fleet St. E.C.    |
| MANCHESTER, ENG. (H. S. Ashburner) | - - - - - | 18 St. Ann St.        |
| WINNIPEG (J. J. Roberts)           | - - - - - | Western Canada Block. |
| ST. JOHN, N.B. (J. Hunter White)   | - - - - - | No 3 Market Wharf.    |
| NEW YORK                           | - - - - - | 176 East 88th Street. |

Subscription, Canada and the United States, \$2.00.

Great Britain and elsewhere - - - - - 12s.

Published the first of each month.

Cable Address: "Adscript," London; "Adscript," Canada.

### CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, MAY, 1901.

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### A COUNCIL OF WOOLLEN MEN.

A PROMINENT woollen manufacturer has written a letter to the press suggesting that those who have capital invested in that industry should hold a meeting in Montreal. The meeting, he suggests, might be attended by manufacturers, bankers, members of Parliament for constituencies containing woollen mills, journalists, and representatives of the labor interest.

The idea is a practical one. The case of the woollen industry, as far as it has been made public, is a strong one. It seems to have drawn, even from the politicians, expressions of sympathy. There is, however, no necessary connection between a politician's sympathy and his vote. Consequently, nothing has been, or will be, done during this session of Parliament for the woollen mills.

Now, we are assured, by those who are in a position to know, that several woollen mills are either closing down, about to reduce their working time, or contemplate reductions in wages. We assume that these statements can be established, and that the woollen manufacturers have everything to gain and nothing to lose by taking the public into their confi-

dence. Let those who make and unmake Governments, rather than those who are the mere creatures of political pull, be appealed to.

Sending deputations to Ottawa has been for many years the almost invariable practice in this country in relation to tariff changes. Many persons resent this. They think it savors of back-stair influence. In some respects, no matter how honest and well-meaning the deputations are, criticisms will be based upon this method of procedure. That many details of a business could not be made public is true enough. In a confidential interview with Ministers of the Crown, a business man is willing to give facts relating to his affairs which it would be impossible to give the general public. But a general statement of the conditions that affect injuriously a large industry can be made public. In the present instance, this would be good policy.

It is idle for the woollen manufacturers to blink at the facts that stare them in the face. The present Government is as anxious, probably, as most Governments to preserve the stability of our principal industries. But certain obstacles are undoubtedly in the path. The preferential tariff is one, and this, in principle, we would be sorry to see interfered with. Another obstacle is that many supporters of the Government in the country really imagine the present Ministers to be free-traders. This is embarrassing.

To overcome Ministerial reluctance to act, the existence of a considerable voting power in the constituencies must be proved. Hence the wisdom of an influential convention held in some large centre like Montreal. Some are in favor of Ottawa as a place for the gathering, but we believe the commercial importance of Montreal should determine the decision.

### WHERE ARE THEIR EYES?

It is announced that Mr. John A. Kasson, reciprocity commissioner of the United States Government, has resigned. The reciprocity policy authorized by the clauses of the present Dingley tariff has not been successful. This is not due to want of activity or ability on Mr. Kasson's part.

Has he not been looking in the wrong direction?

We have compiled from the United States returns of exports in 1900 a short table showing the value of United States export trade in that year to South and Central America and the West Indies. The Americans sent goods as follows:

|                                     |              |
|-------------------------------------|--------------|
| South America (10 countries).....   | \$38,254,564 |
| Central America (5 countries) ..... | 6,547,026    |
| West Indies (omitting Cuba).....    | 18,969,262   |

\$63,770,852

For the same period the exports to the Dominion were valued at \$95,024,248! You have to add Cuba and Mexico to the above figures to equal the value of American sales to Canada. Our neighbors are credited with having shrewd business heads. Does it not look as if they had been pushing reciprocity schemes with the wrong countries instead of looking to Canada which beats them all, and can, by cultivation, be a still better customer?



### SECOND-HAND STORES.

**M**ONTREAL has drafted a new by-law concerning second-hand and junk dealers. It more clearly defines who is one of these dealers, and will prevent a number of them from evading the \$50 license.

The first section defines a junk dealer as one who handles commercially any kind of old metal, furniture or household effects, shop fixtures, antiques, curiosities, old statuettes, bottles, rags or other cast-off articles. A second-hand dealer is one who handles second-hand goods, articles, wares, or merchandise. Where a stock is composed for the most part of second-hand goods, but has a line of new goods also, it is regarded as a second-hand or junk shop.

The superintendent of police must give a certificate to a dealer before the latter can get a license. Second-hand dealers must give a record of all purchases, sales and exchanges made in the store to the nearest police station every day before 10 o'clock in the morning. To prevent the numerous depredations committed by boys on untenanted houses by making it impossible for them to dispose of their booty, a clause in the by-law makes it unlawful for a second-hand dealer to receive from anyone but a plumber having a place of business in Montreal, or from the owner of the building, any lead pipe, faucets, boilers, or other plumbing material.

A municipality is justified in framing a strict code for second-hand stores because, in modern days, when the prices of new goods have been so reduced, it is better to encourage people to buy from the regular trade. Second-hand bargains are largely imaginary. No encouragement to the second-hand stores should be given.

### TAXING BIG STORES.

Our readers will observe by an item in this issue that the French are following the Prussian example in imposing extra taxation on big department stores. No law has actually been passed, as has been the case in Germany. But one is under consideration.

These projects to increase taxation on big stores are not due altogether to efforts by smaller competitors. The movement, we imagine, results from a feeling that big concerns are apt to escape their fair share of taxation. No matter whether this idea of taxation is based on sound economic principles or not, it is in the end likely to affect legislation.

As a business concern expands it is supposed to employ in a larger degree the various privileges, conveniences, and protections which the community allows it to exercise. Some think this an erroneous view. But is it not a fact that all large aggregations of capital become fair mark for the tax gatherer?

Take the case of succession taxes, the amount collected by the State on the estates of deceased persons. Is there any justification in principle why the State should stop A on his way home from B's funeral and say: "Give us 5 or 10 per cent. of the estate you have just inherited; we want it to run

the Government?" But the State does this nearly everywhere. Is there any use in protesting? Not the least.

So, in the case of big departmental stores they become, as we have said, fair mark for the tax gatherer. There is really no escape. Their proprietors may protest, complain, and fight off the attack as long as they can. In the end they will have to pay.

### SMALL CHEQUES.

**C**OMPLAINTS are frequent about the payment of small accounts by cheques. These, when sent to another town, are not cashed by the banks at par, and the receiver has to stand the charge.

All sorts of people complain about this practice—retailers, wholesalers, manufacturers, consumers—in fact, we have heard the system denounced by persons of every description, and in our opinion it should, by general consent, be frowned upon. It often gets a reputation for a man which he does not deserve, because we venture to say that the average individual who draws a cheque for the sum of \$10, or less, never gives a thought to the loss which will be borne by the receiver at the other end of the line.

As a rule the receiver does not want to kick, for that will make him also look small. So the thing goes on, although many business men now buy postal notes or express orders, which are payable at par. Another plan followed by some is to have an arrangement with your local bank which provides that your cheque is cashed without charge at any branch of the bank in Canada. We were struck lately by the method adopted by one of our readers in Portage la Prairie, Messrs. J. & E. Brown, who have a cheque of their own, a nicely engraved design, and the amount is negotiable at any branch of the Merchants Bank without charge.

It is a plan well worth considering by those who always pay by cheque.

### PROSPECTS OF AUSTRALIAN TRADE.

Considerable interest continues to be taken in the future of the Australian trade. British exporters are vastly more concerned than those in Canada, since our trade is still in its infancy. But the possibilities are not to be despised.

The Canadian Postmaster-General, Mr. Wm. Mulock, who has gone out to represent this country at the opening of the Commonwealth Parliament, has probably been given power to arrange a preferential tariff between Canada and Australia. New South Wales has hitherto enjoyed our preferential tariff, which its own low scale of duties fully warrants. Now that it is joining the Commonwealth, with the same tariff as the other States, a rearrangement all around may be possible. A protectionist majority has been elected to the new Parliament to support Mr. Barton's Ministry. A tariff of 25 per cent. is looked for, but no one really knows yet.

Our exports to Australia in 1900 were valued at about \$1 600 000. The articles we send are fairly well distributed

over manufactures, food products, raw materials, etc. The following rough classification may be of some interest to our readers :

|                                   |           |
|-----------------------------------|-----------|
| Agricultural implements.....      | \$465,000 |
| Cotton and woollen goods.....     | 130,000   |
| Carriages and bicycles.....       | 185,000   |
| Hardware, etc.....                | 56,000    |
| Food products.....                | 330,000   |
| Wood and wooden manufactures..... | 258,000   |
| Rubber and leather goods.....     | 45,000    |
| Musical instruments.....          | 50,000    |

As Mr. Larke, the Canadian agent in Australia, reports that United States manufacturers are active and successful in getting into those markets, it behooves Canadians to be up and doing.

#### COPPERS IN WESTERN TRADE.

A GREAT deal of interest has been aroused in the West by the decision of The Hudson's Bay Co. to accept in future copper coins. Eastern merchants are perhaps not all aware, that hitherto, cents have not been used in the North-west and British Columbia.

Some people resent the idea of introducing coppers as if it were a tendency towards getting smaller profits. Nothing of the kind. We are inclined to think that the introduction of the small coins will have a good effect. The West is now settling up with people who do not take to the idea of getting no change for a five cent piece. An attempt was made in Vancouver once before to introduce coppers, but it did not meet with success. The present movement, however, is probably more generally acceptable, and the fact that The Hudson's Bay Co. is behind will go far to insure its permanence.

The general idea that copper change encourages cheapness is hardly correct, although we sympathize with the feelings of those who do not like its introduction where it has not been in use before. At the same time it is wise to encourage people to appreciate exactness in value, so that when a merchant is depending for success upon the prices and value of his stock he will be appealing to a community who can appreciate just such features of trade. Mr. Dunn, of Thomas Dunn & Co., Vancouver, says of this subject : " The use of cents in business was bound to come sooner or later. It will affect the dry goods and grocery people more, I think, than the hardwaremen ; in fact, I doubt very much if we will ever introduce cents in our business, as in our lines they are practically of no use. People who come out here from the east, and have been accustomed to pay six cents for a yard of material, don't relish the idea of putting down 10 cents and receiving no change."

#### A WARNING TO MERCHANTS.

THE case of one Ogden, who is to be tried before the courts in Montreal on the charge of theft, contains a distinct warning to merchants. It may be that Ogden is a perfectly innocent man. Unfortunately for himself, he is found in an awkward position. He states that he was hired to get advertisements for a work known as a buyer's guide. These he got in good faith. Now he finds himself under arrest for the actions of those who employed him.

The point we wish to make is that merchants have been allowing themselves to be done out of money without apparently taking the trouble to inquire effectively whether the scheme was a good one or not. This is a very poor way of doing business.

Merchants cannot too soon learn that unless a new idea or publication or anything of that kind is backed by the right man it is worse than foolish to go into it. We have been led to investigate this subject, as well as the subject of guide books, agencies, collecting companies and so on, owing to inquiries which have been made by readers concerning various ventures.

Our advice in all these cases is to be very wary about such ventures. A concern of any kind calling upon a merchant for any business purpose should be able to give references through the bank in which it does business or some other well-known company. It is idle to throw away your money by subscribing for this, that, or the other thing without knowing exactly with whom you are dealing.

It is easy to sign for books or publications or some other thing you don't want to get rid of a man, but in the end make sure you are dealing with straight people or you may repent the transaction.

#### WHAT ABOUT WHITE PIQUES ?

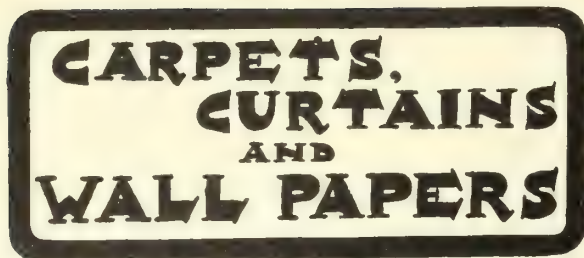
The directly opposing statements made by different authorities regarding the coming demand for white piques makes it difficult to decide just what is the true condition of affairs in this line.

One wholesaler says that the increasing demand for these goods, which began a month or so ago in the United States, has reached Canada, and in his house the change is already being felt, and the demand is growing stronger every week. He quoted an expert in the business as saying that there would be a great scarcity of these goods this season, manufacturers having made no preparation for the business, and white pique being a very slow cloth to weave. The demand for these goods two years ago was strong ; and last year, when there was little call for them, manufacturers and dealers were under the impression that they had gone out.

But such was not the case. The goods when made up into skirts and other garments lasted the wearers for two seasons, so that during last year everybody was well supplied. But the garments have to be renewed this year, and hence the growing demand. If this demand continues to increase till July, when the goods are required for wear, it will be difficult to supply it. This according to one wholesale merchant.

Another, equally well informed, does not think the demand will be more than moderate. It is the third year for the goods for one thing, and present indications are that muslins will be worn in preference to white piques. It was very early in the year, he said, for anyone to decide that there would be a great demand for these goods. If there was it could easily be supplied from Manchester where there was an abundance of them.





#### NEW INVENTION.

A PHILADELPHIA correspondent has called our attention to a new process for manufacturing inlaid linoleum, for which he claims special advantages. In this new process a sheet of linoleum, preferably of a color the same as one of those to appear in the pattern desired, is rolled on a burlap backing and the pattern is completed by staining parts of the sheet with the other colors necessary for the pattern, the method of doing this being similar to that by which a printed pattern is produced on textile fabric.

The most important advantage claimed for the process is that it will allow the production of cheap grades of linoleum, which cannot be made now on account of the cost of labor involved in other methods of making the goods.—New York Carpet Trade Review.

#### WINDOW SHADES.

Dealers in dry goods will find window shades one of the most profitable lines they can handle. They are staple and meet with a ready demand. Messrs. Geo. H. Hees, Son & Co. manufacture them in all sorts of styles with fringe, lace or decorated, mounted on spring rollers, ready to hang and sell them at a price that affords the retailer large profits.

#### BUSINESS IN THE UNITED STATES.

Except in the West, retail trade is not expected to show much activity in March, and the business of the present year has been no exception to this rule, but it may be said that the western business has somewhat exceeded anticipations, and that the outlook for retail trade in the East during April and May seems decidedly encouraging. Manufacturers are busy with their new lines, and the ingrain makers expect to have theirs ready for buyers about May 1. Manufacturers of 3-4 goods will not be ready then, and it is not possible yet for them to make any definite announcements on this point. Our advices indicate that few, if any, lines will be on view before the middle or latter part of May.

It is reported that the wholesalers who are short of stocks of 3-4 goods are urging the opening of the special sales as early in the first week of May. Linoleum and floor oil cloth manufacturers have done a fairly large business. Importers of straw mattings are, generally speaking, well satisfied with the demand for their goods, but most of them still find difficulty in filling the orders for Japanese mattings, the responsibility for this being, as previously explained, to be charged to the Japanese makers.—Carpet Trade Review.

#### A POINTER IN BUYING.

Few people understand that when buying a stair carpet the purchase of an extra half yard can be made to lengthen the wear of the carpet just double the ordinary time.

The extra length should be folded under at either end, and every month or so the carpet should be shifted up or down. In this manner the wear will be evenly distributed over the entire surface of the carpet, the part that is on the step one month being on the back of the stair the next.

With the little additional trouble the life of the carpet is doubled, and conscientious salesmen should impress such facts upon their customers, as interest in these matters is sure to be appreciated.—Carpet and Upholstering Journal.

#### A PROGRESSIVE RETAIL HOUSE.

The linoleum, carpet and house furnishings department of J. M. Bond & Co., Guelph, Ont., is now one of the finest in Canada. The ground floor contains linoleums, Canadian made, and importations from England and Scotland. To display these goods they use iron racks, the invention of a member of the firm, which roll up the goods and display them as well as possible. The next flat, in addition to lamps, granite ware, etc., contains Japanese mattings, rugs, table oil cloths and door mats. The rooms are lighted with large plate-glass windows, and are fitted in the most modern style.

#### NEW WALL PAPER PATTERNS.

The new wall papers this year show many bird designs, and the same blocks that are used to make the Guildhall tapestries are reproduced for the wall paper. Papers require special blocks. The demand for one pattern in wall paper, hangings and furniture can be easily gratified, and the most attractive materials are to be found. French scenic papers, after the old French tapestries, are also to be found charming things in dull browns and greens. English floral papers are popular in strong colors and natural designs; there is not the tendency that there has been in the past for conventionalized flowers. The same designs that are seen in the tapestry of the Glasgow schools are also to be found in the wall papers.

In a new style of silk curtain trimming the design is made with a rough pebble effect thrown up on the face. The prevailing colors are green, red and terra cotta.—New York Carpet Trade Review.

#### LACE CURTAINS.

This is the season of the year when retailers find their best demands for lace curtains and usually their stock of the best sellers become soon depleted. This state of things has been anticipated by Messrs. Geo. H. Hees, Son & Co., who are prepared to deliver from stock lace curtains that retail from 30 cents to \$20 per pair. At the beginning of the season they had in stock over 100,000 pairs. Their sales have been very large, but by cabling to the European factories they have been able to fill up the gap and they are still prepared to fill all orders from stock right here at home.

#### BRITISH VS. AMERICAN CARPETS.

A Canadian buyer who talked to "The Dry Goods Review" a day or two ago with reference to English and American carpets said, "that recent statements of the English market being invaded from this side of the ocean were erroneous." The idea that American carpets could beat the English in their own markets was, he thought, not held by anyone in the carpet trade. In fact, the American manufacturers found it necessary to the maintenance of their industry to have high protection—a protection which, on high-priced wiltons, amounted to 60 per cent. and 44c. per square yard. Without high duties he felt sure that the British carpets would capture a large slice of the trade in the United States. This was due, among other factors, to the cheapness of manufacturing in England. As matters stood, British goods of the grades not made in the States were still imported. Oil cloths and linoleums also go in freely.

#### WHY THE WALL PAPER TRUST FAILED.

Testimony was lately given at Washington as to why the wall paper trust in the States broke down. Henry Burn, President of The National Wall Paper Company, told the Industrial Commission that the combination in wall paper was the result of an agitation which had been in progress for 30 years, and that it was due to the supposition that greater economy could be secured and that competition would be reduced. It had, however, been found that both ends were incapable of accomplishment. When the company sought to

THE  
**WATSON,  
 FOSTER  
 COMPANY**  
 LIMITED

WALL  
 PAPERS  
 SEASON 1901.

**DON'T WAIT** TILL OTHER DEALERS  
 HAVE SUPPLIED YOUR  
 CUSTOMERS WITH THE CLASS OF GOODS  
 WANTED BEFORE YOU LET US KNOW WHAT  
 YOU ARE SHORT OF. WE WILL DO THE REST—  
 AND QUICKLY. . . . .

WE CANNOT REPEAT ALL OUR 1901 GOOD  
 THINGS, BUT PROBABLY HAVE JUST WHAT YOU  
 WANT, THOUGH EVERYTHING IS NOW OUT OF  
 PRINT AND SOON WILL BE OUT OF STOCK. .

IF THEREFOR YOU HAVE ANY EMPTY RACKS,  
 FILL THEM UP, OR AT LEAST SORT THEM UP NOW,  
 AS YOUR SELLING SEASON WILL LONG OUTLAST  
 OUR ABILITY TO SUPPLY. . . . .

**AND INGRAINS!** IS YOUR STOCK  
 SUFFICIENT TO  
 CONTRACT FOR PROFITABLE WORK DURING  
 THE NEXT EIGHT MONTHS? IF NOT, COVER  
 THE SHORTS **NOW.** . . . . .

MAY

WORKS, ONTARIO ST. EAST, - - MONTREAL.



# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete  
range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

# BATTING...

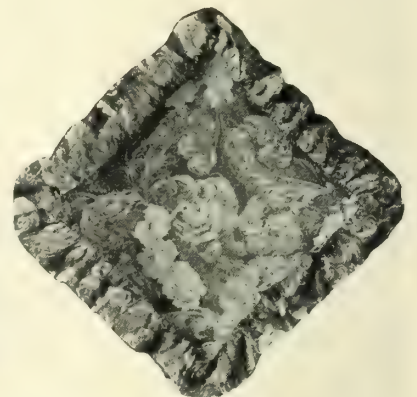
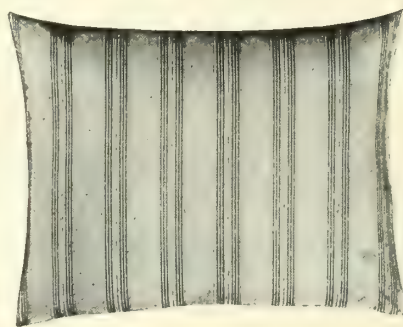
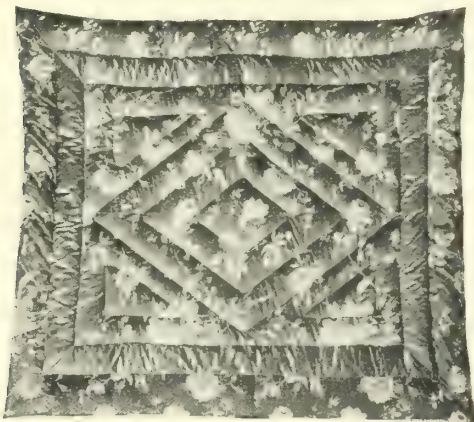
Guaranteed free of Threads and other  
weak and lifeless stock

*NORTH STAR,  
CRESCENT  
AND PEARL*

## ..COTTON BATTING..

Quality for this season still better than ever.  
The best at the price. Made of good pure  
Cotton—not of shoddy. Ask for. . . . .

**North Star, Crescent  
and Pearl Batting.**



## "PERFECTION BRAND" GOODS, 1901

Comforters

Cushions

Bed Pillows

Largest range ever shown.

Designs positively exclusive.

Prices lowest in Canada.

Six different grades of filling.

Every size and style imaginable.

Ask for Price Lists.

New and successful method of cleaning feathers which ensures a perfectly  
odorless filling and makes the Pillow pure and sweet as though filled with air.  
We guarantee them.

OUR NEW SAMPLES ARE NOW ON THE ROAD AND IT WILL SURELY PAY  
YOU TO SEE THEM BEFORE PLACING YOUR ORDER ELSEWHERE.

CANADA FIBRE CO., Limited

MONTREAL.

# PERRIN'S GLOVES



Sell them and lessen your troubles.

They are made only from selected stock, and are unequalled for fit, finish and durability.

Our Travellers are now on the road taking orders for Fall delivery. We are showing a very complete range.

We have on hand a most complete and well-assorted stock. Send in your orders—they will be attended to carefully.

**PERRIN FRERES & CIE.,**  
5 Victoria Square, MONTREAL

# Parasols and Sunshades

FOR \_\_\_\_\_

## Spring

# The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.

# W. TAYLOR BAILEY



Upholstery Supplies,  
Draperies Fabrics and  
Brass Goods,

MANUFACTURER OF . . . .

## Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria  
Square, Montreal.



**CARPETS AND CURTAINS—Continued.**

close up factories and cut out jobbers it was found that public sentiment sustained the persons who claimed to be injured by this process. The consequence was the starting of new factories, which, in time, organized an opposition combination. Then the two consolidations were combined as the Continental Company. But it was soon found that all competition had not even then been overcome; that other factories were constantly starting up. This resulted in the dissolution of the combine, all the factories being bought back by the original owners. Mr. Burn also stated that the consolidation had resulted in a vast increase in the price of labor, the wages of block cutters increasing from \$12 and \$18 per week to from \$24 to \$35 per week. They also had secured an extension of their time of employment. Mr. Burn announced his general conclusions concerning trusts to be as follows: First—Consolidation does not benefit unless it controls, especially in industries in which prices are not based on intrinsic values alone. Second—Consolidation invites competition and antagonizes the public. Third—It aids labor in enforcing its demands, being able to concentrate its efforts on one concern instead of dividing them among a larger number. Mr. Burn expressed the opinion that there are many other combinations which would go out of business if not so hampered by debt as to prevent their so doing. He thought, in view of his experience, that the public need not fear the effects of trusts, because of the certainty that high prices would always result in arousing competition and the consequent reduction of prices.

**NOTES.**

Messrs. Geo. H. Hees, Son & Co., have just issued a handsome illustrated catalogue of window shades, upholstery goods, lace curtains, curtain poles and trimmings, brass goods and many other kinds of goods they manufacture that retailers can handle with good profits. Send your card and one of these catalogues will be mailed you.

The St. John Catholic cathedral sanctuary has been provided with a new carpet, made and placed in position by Manchester, Robertson & Allison. It was imported to order by that firm, cost in the vicinity of \$500, and is a handsome wilton carpet of rich ecclesiastical crimson.

During April a good house trade has been done by wholesale houses. John Macdonald & Co. report visits from many customers from points all over Canada. The carpet trade, they add, is better than in previous years.

**THE COMPETITION OF DEPARTMENT STORES.**

Editor "Dry Goods Review": There appears in your issue of this month a communication over the signature of "Subscriber" re a scheme to wreck the big departmental stores that I think will stand a bit of criticism from one who has also had his troubles from the same source.

"Subscriber's" scheme is simply this: To form a company or dry goods union (whether incorporated or not he does not state); merchants to chip in and get catalogues printed, quoting prices less than regular city prices; orders secured by this catalogue could be sent in direct to the wholesale house or manufacturer in the city, saving the cost of express or freight on the goods.

Thus, would he have the city go shopping in the country, that he might wreck the departmental stores, because self preservation is the first law of nature. You cannot do it that way my brother.

An institution to do business must first have a name. Not only a name over the door, but a name for giving value, a name for selling goods as good as the newspaper ad. tells about, or their catalogue describes. It takes years to do this, years of work and energy, of building up a faith in the people, that at last has its return.

"Subscriber" also suggests that while the strangers in the city will get goods at cost, the people who have been

supporting him perhaps for years must be charged the long price. This is hardly fair to them and I would respectfully inquire if he is doing his own little part to hold his trade? Does he meet his people as nearly half way as possible? Does he keep the right stuff, and does he go "up against the game," to use a slang expression and inspire a businesslike confidence among the people who patronize his store?

"Beat competition, and if you can't, make a bluff to do so," contains some wisdom. The writer of this article has, for five years, been studying how best to meet this very competition. "Subscriber" writes of catalogues, samples, scare quotations, direct buying. All these things have been rubbed into him, and he admits candidly that home competition was small by comparison, but he came to the conclusion a long time ago that, to say nasty things to customers, to refer to it in any way in advertising was not the way to do the trick.

Departmental stores are a fact and they have come to stay, and retailers must accept the inevitable.

After all, every legitimate way of doing business is used by all of us, and if we put ourselves in the other fellow's place, would we not do the same thing? And although self-preservation is the first law of nature, as "Subscriber" observes, still it is not exactly a broad manly business principle that would advocate the wrecking of anybody's business that we might gain thereby.

I believe that the road to success, and with most of us it is still full of hurdles, is along the way of doing all we can for our immediate clientele, of making our store attractive, of inspiring people with our satisfaction, with our own business even if some of it is assumed, and letting the other fellow alone.

One man down in our country has advertised that his business was conducted on the same lines as Eaton's; another that Eaton's prices could be beaten at his store, and it occurs to me that they are using their space to boom the very house they want wiped out of existence. This is only my idea.

DRY GOODS.

Sydney, C.B., April 11, 1901.

**ANOTHER LETTER ON THE SUBJECT.**

Editor "Dry Goods Review,"—In trying to counteract the evil effects of departmental stores, I think, with your correspondent, "Subscriber," it is best to fight them with their own weapons, although not just in the manner suggested by him, as I think it is very doubtful if city buyers could be induced to purchase from country dealers.

No doubt the injury done to small towns and villages is very great, but, "Subscriber" may rest assured that the ruin departmental store methods has brought on both retailers and wholesalers in large cities is most serious.

Now, I suggest: First—Let all classes of business men in a city drop their petty jealousy, form themselves into a self-preservation society and subscribe to a common fund, to be used under properly appointed directors in fighting the stores. Second—Arrange that the business place of every member of the society shall be used in rotation as the leading bargain emporium for a particular day. Third—Watch the "ads." of the departmentals and whatever goods they offer at cut rates, say, on Monday, sell the same class of goods at the society depot on Tuesday, but at prices below the departmental stores' offerings of the day before, and so on with every day of the week, following cut prices with a deeper cut on the next day. Of course, the special store and its one-day price must be well advertised in the papers.

The public, and especially bargain-hunters, would soon learn that they could save money by waiting one day longer, and would gradually forsake the departmentals and patronize the cheapest place. Of course, the expenses would be considerable, but if every dealer in each line of business affected by the departmental stores would unite in one society the expense to each individual would be small.

I hope this matter may be thoroughly ventilated by your readers, and have no doubt that some method will ultimately be suggested whereby the evil effects of departmentals may be mitigated, if not overcome.

RETAIL.

Hamilton, Ont., April 8, 1901.

WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

# CAMPBELL'S

## Linen Threads.

### ON SPOOLS OR IN HANKS.

#### 200 Yds. SPOOLS.

BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also Bleached in 90 and 100

All numbers \$1.00 per dozen.

#### 100 Yds. SPOOLS.

BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

#### 1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

|      |        |      |      |      |      |      |      |      |      |             |
|------|--------|------|------|------|------|------|------|------|------|-------------|
| Nos. | 16     | 18   | 25   | 30   | 35   | 40   | 50   | 60   | 70   | 80          |
|      | \$1.05 | 1.10 | 1.30 | 1.40 | 1.55 | 1.75 | 2.05 | 2.25 | 2.60 | 2.90 per lb |

#### HANK THREADS.

BLACK, DRABS, W. BRO.

Nos. A or 25      B or 30      C or 35

|                                |      |         |         |
|--------------------------------|------|---------|---------|
| "Royal"                        | 32c. | 35c.    |         |
| "Bull's Head"                  | 52c. | 58c.    | 65c.    |
| Campbell's "Best" for Tailors. | 90c. | \$1.00. | \$1.10. |

#### CARPET THREAD NO. 1.

Black, Green, Drabs, Dark Drab \$1.00 per lb.

Red, - - - - \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

#### WHITE STAR FLOSS.

\* \*\* \* \* \* or assorted.  
\$1.05 per box.

SOLE AGENTS FOR CANADA

# John Gordon & Son, Montreal.



## THE MANUFACTURE OF CARPETS IN CANADA.

Editor DRY GOODS REVIEW.

**R**EFERRING to the carpet manufacturing, will you kindly permit putting before you some matters relating to this industry in Canada and to the uphill fight for existence it has had under various tariffs? For several years previous to 1900, a great deal of capital and energy was wasted trying to build the industry on the most unequal conditions between the raw material and finished product.

**1st. The tariff as amended in 1881 was :**

Yarn, 7½c. lb. and 20 per cent. ad val.  
Carpets, 10 sq. yd. 20 "

**2nd. The revised tariff in 1892 was :**

Yarn, 10c. lb. and 20 per cent. ad val.  
Carpet, 10c. yd. and 20 per cent. ad val.

**3rd. The revised tariff of 1894 was :**

Yarn, 5c. lb. and 20 per cent. ad val.  
Carpet, 5c. yd. and 25 per cent. ad val.

**4th and last tariff is :**

Yarn, 30 per cent., with 33⅓ per cent. preference.  
Carpet, 35 per cent., with 33⅓ per cent. preference.

**The relative percentages on yarn and carpet were :**

|                   |                     |
|-------------------|---------------------|
| No. 1—Yarn, 66⅔ ; | carpet 40 per cent. |
| No. 2— " 85 ;     | " 40 "              |
| No. 3— " 53⅓ ;    | " 35 "              |
| No. 4—Net 20 ;    | net 23⅓ "           |

Under the adverse circumstances as shown in Nos. 1, 2, 3, the carpet manufacturer was enabled to continue in business because internal competition kept yarns at reasonable prices and the duty on imported carpets was high enough to retain the market for the Canadian factories, even though the excessive and most extraordinary duty on their raw product was a very great detriment to advancement.

The 1897 tariff is the first which gives a tariff lower on the raw material, but the duty on carpet is so low that it is no preventative to importations, and this is shown by many authorities. Government returns show an increase in importations of 60 per cent. in 1900 over 1897. The British Board of Trade returns give carpet exports to Canada in 1897 at £139,343 and in 1900 at £217,897. The Drapers' Record, London, England, gives the following figures : 1898, at £152,000, and 1900 at £230,000.

Admitting, sir, that the purchasing power of the public has increased 15 per cent., which is a large increase, and add another 10 per cent. increase in population, it still leaves 30 to 35 per cent. of a displacement of Canadian manufactures. Since the United States tariff of 1897, the exports to Canada have fallen off nearly 1,000 yards per day, which should have been so much business for the Canadian mills.

Ten years ago only about 25 per cent. of the carpet looms in Canada were power looms, but when the change from Conservative to Reform rule took place and the Government brought down its tariff in the Spring of 1897, the carpet manufacturers determined to develop the industry. Old-hand looms were done away with, new mills built and others enlarged. New up-to-date plant purchased on which duty was collected and freight paid. New makes of carpets and their manufacture introduced and over 200 power looms were put in commission. It might be stated here that if it was known by the carpetmen and other woollenmen that the Government were going to interfere with the tariff, which, by their action, looked as if the tariff had been taken out of politics, the large new

mills, extensions to old ones and purchase of plant would never have taken place.

Canada with the present number of looms should produce between 1,800,000 and 2,000,000 yards per year, but it is a doubt if 1,000,000 yards are produced. The yardage imported in 1897 was 1,632,000 yards, or 5,400 yards per day, and in 1900, 2,760,000, or over 9,000 yards per day.

More than half the carpet plant is idle. This throws an unreasonable amount of general expenses on the looms that are working, and, in addition to the very large extra cost it takes to run a mill in Canada over that in Great Britain, it simply means doing business without either profit or success, and will soon bring the closing of the mills. One pay roll alone has fallen off since the Fall of 1899 by 60 hands earning an average wage of \$10 per week, and if the mills have to continue under present conditions many more employes must be laid off soon.

The principle underlying all this argument is that, on articles which are of the same class in which Canadian labor is employed, the duty should be levied in proportion as the material approaches a finished article. So, if yarns are entitled to a 20 per cent. tariff, carpets should bring a revenue on the higher amount of labor in them. The labor on yarn is about 5 to 7½ per cent., and on carpets, 25 to 30 per cent. If the Government would appoint a commissioner to inquire into facts, he would bring such affidavits to the Prime Minister as would so convince him of the injustice of the present tariff that he would soon grant relief. In addition to the foregoing, it may be added that the cheap labor of China and Japan in mattings and rugs is a very strong competitor to Canadian labor, and the only duty against it is 25 per cent. No Canadian Government returns of these are given, but it is estimated that 40,000,000 yards of Chinese mattings displaced 17,000,000 yards of ingrain carpets in the United States last year. That amount of business would keep the Canadian mills running nearly 10 years without another order. You know that our wholesale houses and large buyers who visit the Old Country markets can purchase seconds and imperfects, not sufficiently injured or imperfect to be noticeable by a large part of the purchasing public, but which are sold cheaply to Canadian buyers rather than put them on the home market to the injury of their regular trade. The Canadian carpet manufacturers are compelled to compete against all jobs of these kinds, which will not be accepted by the reliable trade of Europe, cannot be sold in the United States and are dumped into this country at a price which will make them sell.

Canadian carpet manufacturers, having no market into which they can send their imperfects, are compelled to be very particular in all details of their manufacturing, insuring good stock, good dyeing, good weaving and general satisfaction.

You well know that there is a strong prejudice against Canadian-made articles and the big advertisers are taking advantage of this sentiment to advertise largely "English Axminster," "English Brussels," "English Wiltons," "English Velvets," "English Tapestry," etc., ad infinitum.

X.Y.Z.

The linen threads advertised by Messrs. Frank & Bryce, Limited, are amongst the best and most favorably known articles in the dry goods trade. Any dealer handling them has standard goods of long reputation to rely on, an important qualification especially in catering to the best trade. Messrs. Frank & Bryce, Limited, are also carrying a line of boot and shoe laces of all kinds, and we understand the high reputation of their goods is fully maintained in this line also.

# The Dominion Carpet Co., Limited

SHERBROOKE, QUE.

announce to the trade with much satisfaction that our lines of Carpets for this season are most complete in every detail. The designs and colorings being shown by us display much brilliant work on the part of our designers and colorists. Our goods are receiving the trade's approbation in the way of heavy orders.

**LET US SEND YOU SOME SAMPLES AND QUOTE YOU PRICES**

**THE DOMINION CARPET CO., LIMITED,**

SHERBROOKE, QUE.

**Fall Samples, Season 1901, Now on the Road.**

DOWN COMFORTERS.  
SILK FLOSS COMFORTERS.  
COTTON COMFORTERS.

**BED PILLOWS**  
14 different  
qualities.



**WHITE CUSHIONS**  
COSIES, Etc.

PRICE LISTS ON APPLICATION

LETTER ORDERS PROMPTLY ATTENDED TO.

New goods in every department.,

**The Toronto Feather & Down Co., Limited**

74 KING WEST, TORONTO.



# Warners' Rust-Proof Corsets

**THE HIGHEST GRADE CORSET MADE.  
HIGHEST GRADE**

does not mean highest price, but highest quality.

"Warner's  
Boned With  
Rust-Proof"

is  
stamped  
upon the  
inside  
of every  
pair

**WARNER'S RUST-PROOF CORSETS**

**RUST-PROOF BONING DOUBLES  
THE LIFE OF A CORSET**

**LIGHT, PLIABLE, PREVENTS  
STAINING OF CORSET,  
AND UNDERLINEN**

**MADE ONLY IN HIGHEST GRADE  
MATERIALS, EXQUISITELY TRIMMED.**

**SHAPES  
TO FIT ALL FIGURES.**

**— EVERY PAIR GUARANTEED —**

THE TEXTILE PUB. CO. N.Y.

This  
stamp

Guarantees

in all par-  
ticulars a  
perfect  
corset.

The strong features of these corsets are advertised in all leading magazines and papers that are read by millions of wearers of corsets.

The RUST-PROOF quality is what every corset wearer is looking for, and **WARNER'S RUST-PROOF CORSETS ARE THE ONLY CORSETS GUARANTEED RUST-PROOF** under the severest test of perspiration.

Rust rots the material and weakens the cloth, which, upon the slightest strain, will break away from the seams. YOU see why the life of a WARNER'S RUST-PROOF CORSET is doubled. It is only discarded from the natural causes of wear—NOT because it is broken or stained or out of shape—a **WARNER'S RUST-PROOF CORSET CANNOT RUST—CANNOT LOSE ITS SHAPE**—the most desirable corset to sell because it gives the most satisfaction.

Catalogues giving full information, with price list, mailed if requested, and samples sent free of Express charges to all parts of Canada.

All the latest shapes, including Straight Fronts, Empires and Girdles.

**THE WARNER BROS. CO.**

632-634 BROADWAY NEW YORK CITY, N.Y.



THE *Cravenette* STAMP  
(Registered Trade Mark)

# English Rain Coatings

For Men and Women.



SHOWER-PROOF, PERFECTLY POROUS TO THE AIR, NO RUBBER, NO PERSPIRATION.

None genuine without the "*Cravenette*" stamp on the cloth. Every garment should have a "*Cravenette*" silk label, which will be supplied by the selling agents.

"*Cravenettes*" come in  
Coverts for Men and Women

And for Women only in ———

Cheviots, Imperials, Whipcords, etc.

Suitable for wear in sunshine or rain, as the Proofing does not in any way alter the appearance of the Cloth.



## S. Greenshields, Son & Co.

Sole Selling Agents for Canada.

Montreal and Vancouver.



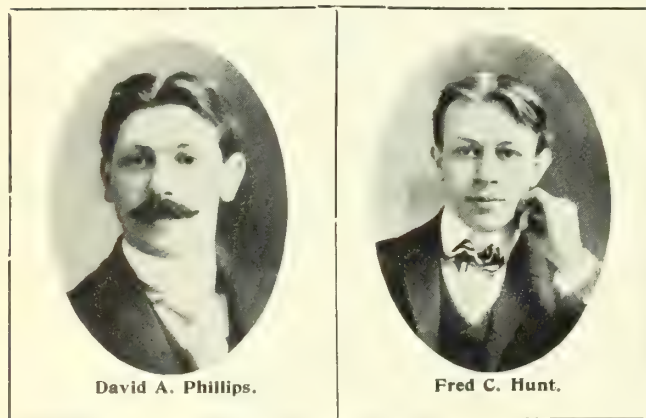
### THE FILLING OF MAIL ORDERS.

HOW IT IS WORKED.

SOME 20 years ago the wholesale dry goods houses of Canada were brought face to face with the fact that an immense change was taking place in the method of retail merchants in placing orders.

Instead of giving "placing" orders twice or three times a year, merchants began to order more sparingly for Spring and Fall and to trust to repeats and frequent purchases and visits to the best markets, to keep their stocks well assorted, after the business of the respective seasons was well opened up and the probable volume thereof gauged. In addition to this, improved facilities of transportation and communication were pressed into service and wholesale houses were called upon to deal not only with more frequent travellers' orders, but with "rush orders" by letter, telegraph and last but not least by telephone. This last method is becoming very popular as there is a certain satisfaction in being able to talk, if not face to face, at least voice to voice with, and to "go for" the wholesaler for some supposed or actual delay or inattention on his part.

One of the first of our Canadian wholesale houses to grapple with this difficult problem of "rush orders" was The W. R. Brock Company, Limited, Toronto. This they did by establishing a "Letter Order Department" which also embraced telegraph and telephone orders. This department was placed under competent supervision, and has been fostered and extended until at the present time they are admitted to be one of the best houses in Canada from which to order



David A. Phillips.

Fred C. Hunt.

"immediate wants." This verdict has been obtained simply as a result of the most careful systematizing of the routine of this important department, by prompt attention and by insisting on all orders being shipped on the same day as received, and by a constant and sincere endeavor to make the interests and particular requirements of each individual customer their first consideration. The department has for some time been under the direction of Mr. David A. Phillips, as manager, and Mr. F. C. Hunt, assistant manager, the former of whom has been with the company for a great many years and is well known to many of their customers who depend upon him to exercise the same care in the selection of their requirements as they themselves would.

It is interesting to note in detail how the system is worked.

All orders for this department, whether by letter, telegraph, or telephone, are placed in the hands of Mr. Phillips and Mr. Hunt immediately upon being received and the filling of these orders personally supervised by them from first to last. After careful consideration by themselves and the various departments interested they are distributed amongst the members of their staff with instructions to spare no care in carrying out

the wishes of the customer and to see that the goods are shipped without a moment's delay, and an immediate and full explanation given regarding any lines which they have been unable to fill or procure. The firm not only make a point to carry out the wishes of customers in the prompt and careful filling of "rush orders," but have also endeavored to make this method of ordering popular and easy by supplying memo books in which to jot down "wants," order forms and addressed envelopes. They have also for many years supplied their customers with a combined order form and envelope, which was designed by them and is manufactured exclusively for their use from their own die. After being used by them for many years the idea has been copied and even "patented." All of these books, forms, etc., are cheerfully furnished to customers. The letter order department also attends to requests for samples, quotations, giving such requests the same timely and discerning attention awarded to orders in hand.

The result has been not only to popularize the house, but to provide a very convenient method for the retailers to get goods quickly. All the leading wholesale and retail concerns in Canada now have a system of some kind for mail order trade. Customers use and appreciate them. All the trouble taken is amply repaid in business done. "The Review" has yet to hear of a case where it was abandoned after being systematically done, with due care being taken to consider the customer. The experience of The Brock Company is valuable since it shows how much pains a first-class house will take to promote this trade.

### THE PRINCESS' GOWNS IN CANADA.

For the gowns made for the Duchess of Cornwall and York, to wear on the tour in Canada and Australia, only black has, as a matter of course, been used. In every case where it was possible English and Irish materials have been employed, Her Royal Highness having expressed a very strong wish in this matter. Many of the crêpe de chine dresses are of English manufacture.

A few cool white skirts are, however, included to wear during the hottest days. One in a new kind of English silk, having all the appearance of crêpe de chine, falls in folds when draped, and has the yoke enriched with motives of white silk flowers embroidered on lace.

Another, also of English manufacture, is patterned with white butterflies on a dull silk background. It is made with a transparent yoke of fine lace which is continued as epaulettes on the sleeves. The waist is finished with a ribbon sash clasped by a beautiful buckle in pale violet enamel.

Among the other dresses may be mentioned an evening gown in French crape which has the bodice trimmed with jet and sequins embroidered in long lines. The short sleeves are of similar jet, and a large knot of black velvet roses with jet centres are fastened at one side. The lines of jet are continued down the skirt so as to secure a princess effect, while numerous small frills of the crape, each one edged with narrow lace, form a deep flounce at the back which graduates to a point in front.

A black satin evening dress is richly embroidered in jet in a design of trailing sprays of roses partly on the satin and partly of insertions of the net. The short sleeves and dainty little inner chemisette are in fine black net. The skirt, gored in quite the newest way, has each seam joined by a narrow insertion of the jet.

### A STORE MUCH IMPROVED.

The house furnishings store of Messrs. A. Sreaton & Co., London, Ont., has been greatly changed and improved during the past few months. A plate-glass front has been put in, electric lights and Luxier prisms, oak shelvings and all modern fittings make the interior of the store an attractive one. In the rear of the ground floor are the wool carpets, matings and linoleums, and in the front Madras goods, bed sets, curtains, etc. The carpet department upstairs contains some of the best imported and domestic goods.

# DEBENHAM & FREEBODY

Stock carried in Toronto  
at import quotations  
of following lines:

## BLACK

Taffetas  
Satins  
Peau de Soie  
Lumineaux  
Duchesse  
Satins  
ALSO  
27-inch  
Taffetas  
Satins  
Ribbons

## COLORED

Taffetas  
Satins  
Tulles  
Chiffons  
Plain English  
Silks  
Ribbons  
Silk and  
Satin  
ALSO  
Velvet Ribbons

London

Dublin

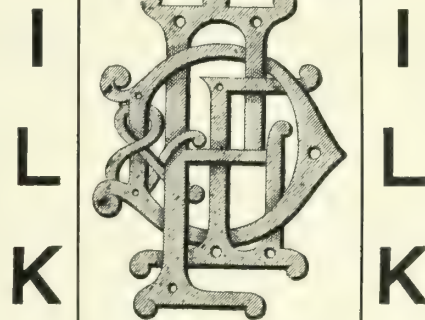
Manchester

Brussels

Paris

New York

S I L K S



S I L K S

Berlin

Melbourne

T O R O N T O

Lyons

St. Etienne

Roubaix

Sydney

White  
and  
Cream

Sa'tins

Duchess

Taffetas

Chiffons

Tulles

French

Laces

All-Over and  
Insertions

DEBENHAM, CALDECOTT & CO., - 45 YONGE ST.

FOR THIS MONTH WE ARE OFFERING  
SPECIAL VALUES IN

## Cretonnes and Art Muslins

### Duplex Cretonnes

From 9½c. per Yard up.

### Art Muslins

From 3¾c.

**BEST VALUES** in the trade.

Handkerchiefs, Linens, Canvas and Hosiery, at very low prices.

THE **BAGLEY & WRIGHT MFG. CO.**

318 St. James Street,

**MONTREAL**





#### State of the Hat Trade.

The retail trade is a very brisk one at present, all lines going well. A few brown stiff hats are selling, but the great demand is for black. The two medium sizes are generally taken, the small sizes being more worn by youths or very small men. The sales average about three dozen of the medium size for every one dozen of the small size.

But to a certain extent the sales of hard hats have been affected by the new Grand Duke or King Edward hats. The first of these has a square crown and very drooping brim, with a buckle on the side. The King Edward has a round crown and two ventilators at the sides. Otherwise, there is little difference between it and the Grand Duke. These hats are having an unparalleled sale. The W. & D. Dineen Co., who are handling both of them, say that the preference seems to be given to the Grand Duke style, though there is a heavy demand for the other also. In Canada they are mostly worn by middle-aged men, but in New York and at other American centres the young men have taken them up, and they may do so later on here.

As to soft hats there are a number of shapes, suited to different builds of men. The tendency in all is a lower crown, and broad, flat brim. The puggaree band is not worn, a plain ribbon band taking its place. Though a few browns are selling they are considered by the best of the trade to be a "back number." Everything is grey. The Dineen Co. are showing them in blue pearl, slate, silver and light pearl, and do not notice very much difference in the sales of any of them. They are experiencing a great demand for the soft army shaped hat. This is much like a fedora, only the brim is flat, not turned up or bound. There are different sizes in the brims, but most of them are wide. The bands are plain ribbon in the color of the hats.

#### Raven Hue.

The large demand of the season is for black hats; this is not only noticeable in stiff felts, but it is found that many black soft hats are taken. The good demand for stiff hats, which we stated in December would be pronounced for Spring, is up to our expectations, and is increasing with the advance of the season.—New York Hat Review.

#### Storing Fur Garments.

Storing of furs for customers during the hot weather is becoming quite an industry in large cities. Dealers have found that by providing the accommodation and charging a fee they can more than clear expenses. It helps trade in various ways. In some of the big cities in the United States, a place is provided by the dealers where the temperature is constantly kept below the freezing point. This is a perfect method of storing garments and furs when they are not required. They are removed from the racks free from the odor of tar, camphor,

cedar, etc., and the furs are improved by hanging in the cold, dark, dry room. The wear and tear of frequent examination, beating, combing and brushing is avoided. The equipment of some of the plants is quite extensive.

In order to thoroughly introduce his racks and give every merchant a privilege of testing them, Mr. E. J. Kirk advertises a special offer to merchants in Ontario. He offers to send one of his best \$10 racks on two weeks' trial, subject to being returned at his expense if not satisfactory. Mr. Kirk is making a fair offer to anyone wishing to try his new and up-to-date racks, and shows that he has great confidence that they will meet with good approval, both as dry goods, men's furnishings and hat and cap racks combined.

#### New Store In Kingston.

George Mills & Co., hatters and furriers, Kingston, Ont., have moved into a new store, next door to the one they have been occupying for over 20 years. The new place is fitted in the most modern style. The ceiling is of metal. The show windows are among the best of their kind in America. Both electricity and gas are used in lighting the store, and hot water in heating it. The stock of hats is a large one, and contains some of the finest goods made. The opening of the new store took place on April 2, when many visitors attended. During the opening a symphonion rendered several selections.

#### Prices of Hatters' Furs.

The improved demand in these goods has been well maintained during the past month, and there is a strong tendency to a further rise. During the past few months there has been a total absence of speculative buying, stocks are not out of the way large, and the anticipated short arrivals of raw skins from the colonies give a bright outlook for the Summer trade.—English Hatters' Gazette.

#### What Goes in New York.

In noting the New York favorites The Clothier and Furnisher says that the Grand Duke hat might aptly be termed a seasonable novelty, and its widening popularity is proving to be a fortunate thing for the stiff hat manufacturers, who, by reason of the demand for the new style, are securing much additional business, and a season that would have been ended two weeks ago is still being continued.

"Now that the taper effect in the crowns of hats has been revived, everyone is wondering why it was not revived before, and why full, round crowns were worn for so many seasons. The crowns as made to day are but suggestions of the real taper crowns that were once worn, and now that the style has been started, the question suggests itself. Will the taper crowns be continued next season, and will the shape be more tapering than it now is? While many people affirm that the full, round crown is now a 'has been,' there is considerable speculation on the subject, and both the taper and round crowns have armies of admirers. The question will be solved next September.

"The soft fur hats have lost no admirers, even though there has been an immense number of stiff hats sold this Spring. While there has been no material change in the shapes of soft hats during the Winter months, the sales of the styles shown this Spring have been large, and will increase as the season advances. The low-crowned Alpine or 'golf'

Our Travellers are now on the road with a full line of Fall Samples. They carry some **Exclusive Lines.**

It will pay you to inspect them before placing orders. No better values will be offered to the trade by any house this season.

**HATS**  
and  
**FURS**

**EDGAR,  
CORISTINE & CO.,  
MONTREAL.**

517-519  
St. Paul St.

Special attention given to letter orders.

Successors to GREENE & SONS COMPANY.

**J. ARTHUR PAQUET**  
Quebec, Que.

*Offers the Trade the most complete lines of* \_\_\_\_\_

**Fur Goods, Gloves, Mitts, Hats and Caps, Straw Hats**

at the right prices. We will be glad to learn of your needs. All inquiries or orders sent direct to factory or to any of our branch offices will receive the very best attention.

**J. ARTHUR PAQUET, = - Quebec, Que.**

SAMPLE ROOMS { 5 Victoria Square, Montreal.  
53 Bay Street, Toronto.

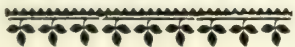
Main Street, Winnipeg.  
338 Hastings Street, Vancouver.

**THE BISHOP**

Natural Leather

**Fur Robes and Coats**

**GUARANTEED**



to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase whether robe or coat.

THESE GOODS ARE FOR SALE BY ALL THE LEADING JOBBERS OF CANADA  
AND THE UNITED STATES.

**THE J. H. BISHOP CO.,**

Importers, Dyers, Skin Dressers and Manufacturers,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.



**HATS AND CAPS—Continued.**

shape has retained its popularity in a wonderful manner, and the sales of this particular style are two to one of any other. It is to be had in a great variety of colors and shapes, i.e., different heights of crowns, widths, rolls, and sets of brim, bound and raw edge, etc., but all of the 'golf' family.

"While the straw-hat season, from the manufacturer's standpoint, will be a good one, it will not necessarily be a record breaker, but in point of numbers, when the manufacturing season is ended, there will have been as many dozens of straw hats made as in any season of recent years. At the present time the manufacturers are in the midst of the busiest time of the year, and straw hats are being shipped as fast as they can be made.

"The 'telescope' straw hat, which is strictly a young man's-hat, is a style that will be considerably worn next Summer in the large cities. It made its first appearance late last season in Baltimore, and met with a ready sale among the young and dressy young men of that city. The hat has been shown throughout the country since then, and is said to have sold very well.

"The Alpine straw hat in split, mackinaw, and canton braids has been one of the best selling styles of the season, and bids fair to rival the yacht shape in popularity. However, the yacht style hat occupies a strong position among hat wearers, and will doubtless continue in favor."

**A SATISFACTORY STATEMENT.**

The annual meeting of the Dominion Cotton Co. was held on Wednesday afternoon, April 17, in Montreal. The yearly statement showed the heaviest earnings in the history of the company. The gross profits were shown to be \$652,339, and it was announced that after the usual dividend, \$50,000 had been added to the rest, which now reaches \$794,000.

Concerning the company's property, Mr. C. R. Whitehead, the manager, said that it had never been in as good condition as it was to day. The large expenditure which had been made had brought the machinery to as near perfection as possible, and made it possible to produce goods at the very lowest possible cost. The Kingston mill, he said, had been doubled in size, and was now contributing its quota to the general earning power. The Magag had also been doubled, and was now a valuable part of the company's properties.

To any who have lately been disposed to take a rather gloomy outlook, this report ought to be satisfactory and reassuring, particularly when contrasted with the demoralized condition of the United States market.

The report was unanimously adopted, and the old directors reelected, Mr. A. F. Gault as president, and the other members of the executive were also reelected. Among those present at the meeting were: Messrs. D. A. McCaskill, Jas. Crathern, Jas. Wilson, Rodolphe Forget, Samuel Finley, S. Ewing, C. E. Gault, Andrew Wilson, H. Molson, F. L. Beique, C. R. Whitehead, Gordon Strathy and ex-Mayor Grenier.

**THE 20TH CENTURY UMBRELLA.**

Two months ago, Brophy, Cains & Co. introduced men's "20th Century Runner" umbrellas to the trade and to day they are to be seen everywhere.

This month they are introducing the same goods in ladies' sizes and no doubt the response will be just as hearty. This firm have secured the whole output for a few months and are pushing the line in all directions. We commend their plan of putting up assorted sample boxes as a winner.

**A FAMILY GATHERING.**

ON Tuesday evening, April 23, a very pleasant function took place at Welsh's new dining rooms, Montreal, when Mr. Joseph Allen, manager of the British American Dyeing Co., played the host to his employes and friends. It was the celebration of his 25th anniversary in the business, and it was regarded as marking the conclusion of an epoch in the history of this concern. The evening was spent in a very pleasant manner, and by no means the least pleasing feature was the presentation to Mr. Allen of a handsome marble timepiece by the employes who took the recipient entirely by surprise.

Mr. Allen, in his address to his employes, referred to the encouraging growth of the enterprise between 1876 and 1901, and it would be instructive, if it were possible, to give his remarks in his own terse style. He said he was proud to have at his side Mr. Reid, his foreman, who was with him when the business was founded, and two others who had joined him within six months, Messrs John Cluff, the cashier, and Mr. John Hale, who had given able assistance in the management of the concern. Another had been 21 years an employe, another 19 years, another 16 and another 15 years, while there were several who counted between 10 and 15 years' service. "It was easy," said Mr. Allen, "to report progress with such faithful assistance and I hope we will be spared to be for many years together yet." He then showed how the business had grown, how property had gradually been acquired, how building after building had been erected, and how the field of operations had widened. "The value of our machinery and plant and shop fixtures in 1876 was \$3,500. To-day, after a careful valuation, it exceeds \$30,000. Our boiler-house and drying-room alone are larger than our whole works were then. The first week's wages paid was \$52. To-day it ranges \$350." He also dwelt on the superiority of their present system of chemical cleaning operated in a building built especially for the purpose.

Mr. Allen spoke of those who had left the company's employ for other duties, amongst whom were an Episcopalian minister, a Salvation army captain, two trained nurses, while many of the young ladies were the heads of comfortable homes. After giving further tribute to Mr. Reid, he added, "I think I shall be remiss in my duty if I did not mention the help given us by the success of my three sons. Each and all three of them finished his course in the dyeing business in England and took the first prize in Yorkshire College in Leeds, the first medal in the City and Guilds of London Institute, and the first prize of the Dyers and Colorists' Association of Great Britain, which added materially to the reputation of the firm and made one of the proudest fathers in Canada." Feeling reference was made to the late Mr. George Young. Mr. Allen is to be congratulated on the success of his family gathering.

**A NEW SAFETY WATCH POCKET.**

Robert C. Wilkins has just brought out a new safety watch pocket for overalls, jackets, riding and outing clothing, shirts, etc., and has already delivered some overalls and jackets fitted therewith and reports from customers who have received them are loud in their praise.

The device is simple yet thoroughly effective, and it is practically impossible for a watch to fall out of this pocket no matter what position the wearer may assume.

This pocket should prove a boon to railwaymen, cowboys, tennis players, etc. Mr. Wilkins has applied for patents both in Canada and the United States.

# HAT SPECIALS.

Our Hat Floors must be cleared during the month of May, and we offer special inducements in the following lines :

**LINEN HATS**—\$3.50, \$4.00, \$4.50, \$5 00, \$5 50

**LADIES' STRAW SAILORS**—\$1.75, \$2 25, \$2 75, \$3.00, \$3.50, \$4 50, \$5 50.

**CLOTH CAPS**, Summer Weights—85c, \$1.25, \$1.75, \$2 00, \$2 50, \$3.00, \$3 50.

**A SPECIAL LINE OF MEN'S STRAWS TO CLEAR:**

**JUMBO BRAIDS**—\$4 00 to \$6 00.

**HARVESTERS**—90c. up.

**STIFF HATS**—\$7.50, \$9.00, \$10.50, \$12 00, \$13 50 to \$18.00.

A special line of **Milner's Fedoras**, in all colors, \$16 50 and \$18 00

We also carry in stock a full line of **Stetson's** hats in all shapes and prices.

Letter Orders filled same day as received.

Special dating for May purchases.

**JAMES CORISTINE & CO., Limited,**

Sample Rooms at 459 St. Paul Street.

62 and 64 McGill St., MONTREAL.

## WILL SEND ON TRIAL

to any responsible  
merchant in Ontario,

Our Best 12 Foot, \$10

## HAT and CAP RACK

On the Following Terms:

If the Rack is not satisfactory,  
after a two weeks' trial, you  
may return at our expense.

**E. J. KIRK,** BRACEBRIDGE,  
ONT.

## THERE'S A DIFFERENCE IN GLOVES.



**SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE  
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND  
DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

**W.H. STOREY & SON**  
THE GLOVERS OF CANADA.  
**ACTON, ONT.**



# Waists

Silk, Flannel, Muslin,  
and Divers Other  
Fabrics.

**T**HE expansion and extension of the waist-manufacturing industry can hardly be exaggerated. Every firm in the business that is careful about its styles and values is not only prospering but finds difficulty in keeping up with orders, and additional capital is being added in many spots.

The fact is the retailer and the consumer are taking to made-to-wear waists more and more, day by day. At one time, and it is not so many moons ago, the run on made-up waists was confined principally to the cheaper grades. Confidence was not manifested in the reliability of high-priced goods. The public seemed to ask itself the rhetorical question: "How can any good waist come out of a factory?" That attitude is now out-of-date and the demand has been transferred from cheap waists to higher-priced goods. At the beginning of the season a certain manufacturer tells us he could hardly fill the orders for \$6 and \$9 a dozen sateen waists; now the retailer will have nothing less than \$12 and \$15 sateen goods and silk waists are not considered good property under \$3 each. The bulk of the demand in silk goods is for the \$6 to \$7 article. Several factories are raising the standard of their silk productions this month, and there is a brisk demand for high-class designers, several of whom have been brought from New York during the past few weeks. The entrance of one of our leading wholesale houses into the business is another significant circumstance.

## SILK WAISTS.

The feature of the silk waist fashions this month is chiefly in the sleeve which is changing from the full Bishop to the half Bishop. The fullness about the lower part of the arm seems to be drifting upwards and there is a tendency towards the return of the balloon sleeves of some seasons ago. Other new creations show a puff about the elbow. The flaring cuff with strap attached is ever popular.

In the higher priced waists, the bolero, Eton jacket, and sailor effects rule supreme. In plainer goods the fronts are all bloused, tucked or plain with a prevalence of hemstitching. Hemstitching has been carried into flannel waists and produces a very pleasing effect. Small ornamental buttons, gold or silver, appear profusely and fancy silk buttons are being largely used on silk waists. The backs are mostly of the plain or tucked French style. The popular collars are the Bishop and plain round.

As to colors there is a marked favor being shown to royal and pastel blue shades. Blue seems to be singling itself out as a leader. Bright red is still very popular and in the Eton, or bolero styles it combines very handsomely with the white silk vests, cuffs and collars. Blacks and whites continue to be staples.

The material still preeminent is plain taffeta, but its supremacy is being challenged for Summer wear. Figured goods are entering the field with some success and foulards bid fair to be a line well-traded in, for they are washable and are recommendable on this account. In plaids and stripes and bright colors they are not to be disregarded. China silks and solid colors and polka dots come in the same class of goods and are being made up into nobby waists as our illustration shows.

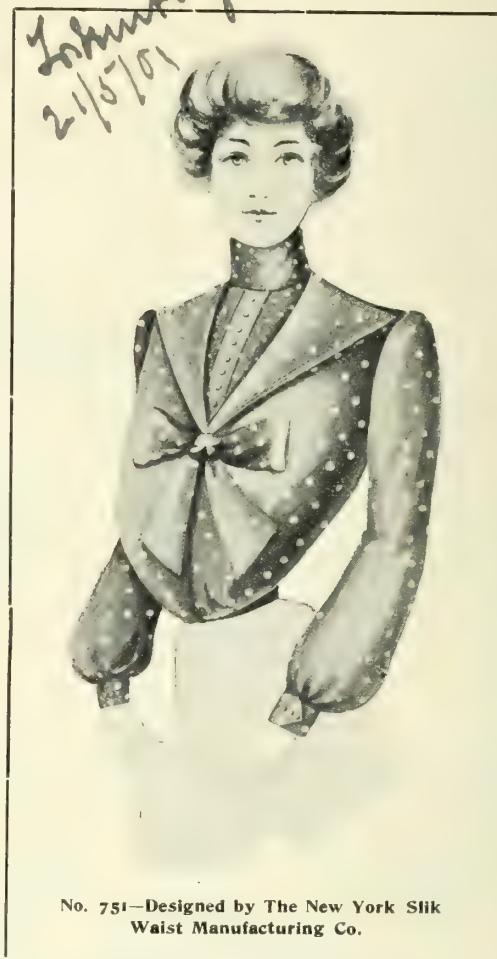
## LINEN WAISTS.

The newest thing in Summer goods is grass linen waists. They are now being shown by some firms, made up with straight fronts, trimmed with self embroidery. They bid fair to be good sellers.

## THE BISHOP SLEEVE

Diversity of opinion exists as to the utility and lasting qualities of the Bishop sleeve. The popular fad has been to wear it both in silk, flannel and lighter garments, but its popularity seems to be on the wane. The latest silk waists appear without the fullness from the elbow down, and the effect seems to have been transferred to the upper part of the sleeve, the lower half being dress tucked or plain. In flannel waists even in some of the latest patterns it still appears.

But in washing materials some would have us believe it is slated for a short life. Of course, it will always be good property this season, but it may drop dead at the close of the year. Such celebrated authorities as Forsyth, of New York, absolutely refuse to adopt it in washing materials at all and some manufacturers say that the better class of retailer is not taking to it, regarding it as an intolerable inconvenience—and a dirty one at that. They prefer the coat sleeve with the laundered cuff. It is all right applied to silks where puffs may remain in some shape or other, but in a garment that has been worn under a jacket and laundered from time to time, the new style is in case not regarded as practical, and, it is thought, will not be popular for any length of time.



No. 751—Designed by The New York Silk  
Waist Manufacturing Co.

## THE NEW YORK SHIRT WAISTS.

A keen disappointment was experienced by all who "tripped" to the metropolis of style with the expectation of incidentally taking part in what is now known as the "dress parade" on 5th Avenue, but practically to see the styles usually exhibited on that occasion. Between the showers one or two of the courageous ones ventured out only to beat a hasty retreat.

Each and all the larger stores endeavored to take the initiative in displaying their goods in this department. The result was, that many novelties in styles were shown and good prices obtained by the retailer. To enumerate in detail the diversity of taste would be next to impossible. To pick the winners is left to the up-to-date retailer.

One outstanding feature was a sheer tucked waist, hidden front, with applique trimming. The sleeves were tucked very prettily, above and below the elbow, giving the sleeve a dainty effect, with applique cuff and collar; the back had two rows



No. 750—Finest quality, extra heavy Water-proof China Silk, all colors, in Polka Dots only. PRICE, \$3 10.

# Silk Waists

Our Waists are the result of careful and superior workmanship and of Designs absolutely our own conceptions.

The constant vigilance exercised throughout our establishment is in pleasing evidence upon all our garments. They are high grade, at moderate prices.

Our travellers will be on the road shortly with a complete range of

Silk  
Satin  
Taffeta  
Liberty  
and  
China Silks

Flannels  
and  
Velvets in  
Plain and  
Fancy  
Patterns  
Also High-Grade Sateens



"Shield" Brand Waists are guaranteed Perfect Fit and Quality.

## THE NEW YORK SILK WAIST MFG. CO.

10 St. Helen Street

MONTREAL.

# PATENT LOCK STITCH HOSE

For MEN, WOMEN and CHILDREN.

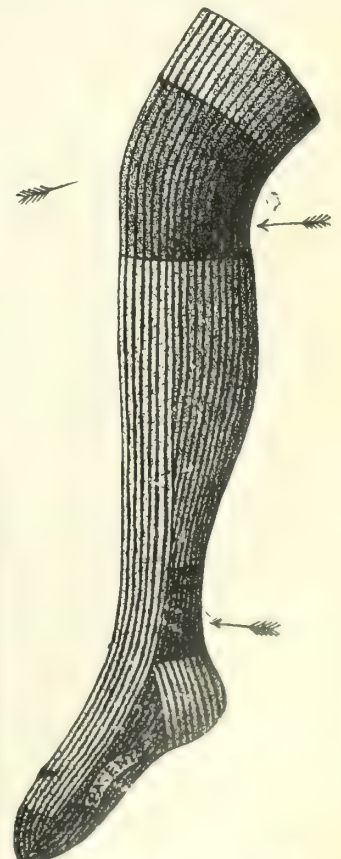
TRADE MARK



10 FOLD KNEES and  
6 FOLD ANKLES.

### IMPORTANT NOTICE.

Any hose not stamped with this registered trade mark are a spurious imitation and not the genuine lock-stitch.



REGISTERED No 31

WILLIAMS & BELL

MONTREAL

—ASK YOUR WHOLESALE HOUSE FOR THEM—



of applique running from neck to waist, intersected with tuckings. Some were open back, while the majority were either open at the side or under the rows of trimming in front, while a few of the lower lines of waists were buttoned down the pleat.

The Bishop sleeve is universal, the dressy appearance given to it in some lines bespeaks for it a longer stay than at first anticipated.

The cuffs were in nearly all cases of soft appearance, while a few of the leading houses showed starched cuffs on their Madras lines. These latter were for golfing and yachting.

Hemstitching was a predominant feature on some classes of goods, being especially noticeable in solid colors, either in the effect of a box pleat or in applying trimmings. For a nobby waist, the box pleat hemstitched effect made of Indian lawn with bladed front, soft cuffs and Swiss stock, were considered good. This class of waist must be made of the better grade lawns to give the desired effect, which will keep them away from the over-run styles. Too much prominence cannot be given to the bladed front, as its inception beautifies the effect of past styles. We have foreseen its approach and hail its arrival with pleasure, although from the manufacturer's standpoint it is not an economical waist or a money-maker, but viewed from that of a retailer it will give him something to talk about, and above all a style that gives latitude for effects unknown in the old style of "button" down the centre pleat. The trade will be demanding this style of waist and the retailer whose stock is replete with these styles will do a land office business.

#### A FIRM REORGANIZED.

During the past month the company well known to the trade as The American Silk Waists Manufacturing Company was reorganized, a large concern with plenty of financial backing taking over the controlling interest.

The public can presage the purport of the change. It means that the business will be expanded. More capital will be brought into the concern. Mr. Carrs, who still retains his interest in the company, will remain as manager and designer and the facilities at his disposal will be immensely increased. He has been in New York during the past month buying new machinery, and getting pointers on the latest styles and returns very enthusiastic over the trade outlook. A circular has been issued to the trade, explaining the change.

It is to be a fixed policy of the new firm, to deliver goods on ten days' notice. This, the additional capital will enable them to do.

#### TRADE NOTES.

Mr. Mishkin, of The New York Silk Waist Manufacturing Company, left for New York on the 21st to recuperate after a busy Spring season. He also looked up novelties in trimmings, buttons, laces and other garnitures for the waist trade.

Mr. Arnold, of The New York Silk Waist Manufacturing Company, has just returned from an extended trip through the Lower Provinces, where he found trade brisk. He says the silk-waist business is only in its infancy and prophesies a large increase for the Fall.

The New York Silk Waists Manufacturing Company are preparing for a still greater demand for flannel waists in plain fabrics as well as those with a silk spot effect. It is further expected that plain and small pattern lustrous waists with tucked Bishop sleeve will also be popular this season. They are pleased to note a tendency to higher prices which enables Mr. Mishkin to turn out more elaborate designs executed in a better manner.

Mr. P. M. Lemaistre, of Stewart, Allan & Lemaistre, makers of the "Salem" brand, spent Easter in New York interviewing the trade on styles in waists. He reports that he has secured a number of exclusive designs for the Summer trade. He expects to be in a position to supply the general trade by May 1. As the "Salem" waist can only be had in the better class of goods, exclusive styles are necessary. Those desirous of securing same should write them and thereby ascertain the advantages of their mail order department.

Miss J. Burton, formerly with The American Silk Waists Manufacturing Company has joined the staff of Tooke Bros., Limited, as designer. Her experience in her own department is too well known throughout the trade of Canada to require any further reference here. We have been shown some of her latest productions in silks, Austrian and French flannels, and it is putting it mild to say that they reflect great credit on any manufacturer. Tooke Bros., Limited, have reorganized their shirt-waist department from the head of the department down, and from evidences that we see in going through the goods no doubt trade will have the advantage of the best skill that money can procure.

## THE POLICY OF RETURNING GOODS.



CIRCULAR has been issued by Mr. E. Wills, secretary of the wholesale dry goods section of the Toronto Board of Trade, dealing with the vexed question of returning goods. The circular is terse and business-like in tone and is worth quoting. It says:

"Cancellation of orders because of late delivery, or the return of goods which have not been sent in accordance with order, is legitimate business; but complaint comes from all branches of this trade, indicating that some retail merchants show no regard for those rules of equity which ought to govern every transaction. An order once placed is equally binding upon buyer and seller, and should not be cancelled. Goods shipped in accordance with order should be accepted and kept by the buyer, even though the purchase may prove to have been an unwise one.

"I am assured that, from some quarters, goods shipped exactly as ordered are returned without cause or apology, even after having been held for weeks, and sometimes months. In some cases the returned goods can only be resold at considerable loss, on account of careless packing, torn wrappers, broken boxes, disfigured labels (in many instances marked with retail price, which cannot be effaced). Or the goods are of a line which has been sold out and can only be resold as a broken lot at a clearing price.

"I feel that once the attention of the trade is called to this evil, there will be a discontinuance of it, and might I suggest, that before any returns are made, even though the order has not been properly filled, there should be correspondence on the subject; the shipper may be able to make some other disposal of the goods, which will save freight or express charges."

Several points arise in connection with this circular. First, it admits frankly that in cases of substitution or mistake the return of goods is "legitimate business." This is a fair admission, for it is well known that returns are often due to those causes.

Secondly, "The Dry Goods Review" is of opinion that to the vast majority of retailers the circular does not apply. We know of scores of readers who have no trouble of any kind with returns. Copies of the circular have been sent out to all the trade, no doubt to let them know what action has been agreed upon by the jobbers. But it is not to be supposed that the arguments are of general application.

But just as in the case of his customers the retailer will have trouble with some of them, so in the large shipments from wholesale firms difficulties occur. In each case trouble is exceptional, but is annoying to all concerned. To apportion the blame is not always possible, because no firm, wholesale or retail, is perfect.

One of the least excusable occurrences is where goods are returned without notification or correspondence of any kind, badly packed and injured irretrievably. No retailer should be asked by a customer to take back injured or worn goods, and even at the risk of offending an old purchaser he is fully justified in declining civilly to do so. Similarly, in the case of shipments by wholesalers the same rule should apply.

An instance of this was shown to "The Dry Goods Review" a few days ago. A box of trimmings bought by the merchant himself in the warehouse was returned without letter of explanation or apology. The end of the box had been torn roughly off so that the goods were exposed and could never sell again at the old price. This was unfair, was probably done unknown to the merchant, by an assistant who never thought about the rights or wrongs of the matter at all. But the merchant gets in bad repute with the trade, probably in the majority of cases, through no action of his at all.

# The W.R. Brock Company, (Limited)

**Late JAMES JOHNSTON & CO.,  
MONTREAL.**

How are you off —————

## FOR WARM WEATHER GOODS ?

SILK GLOVES  
WHITEWEAR  
SHIRT WAISTS  
EMBROIDERIES  
MUSLINS  
DIMITIES  
ORGANDIES  
LAWNS  
FANCY SILKS  
LACE CURTAINS  
ART MUSLINS  
DRESS DUCKS  
and DRILLS.

NOW

is the time  
to assort your Stock.

We can supply you  
with goods  
that are

**NEW and CORRECT**



# The Millinery Season

... SPRING, 1901...

## FEATURES OF THE RETAIL OPENINGS.

THE millinery openings were continued this season until nearly the middle of April. The great majority were held during the first four days of that month.

Scott & Kennedy, Vancouver, B.C., produced a fine effect in their millinery warerooms with mirrors, and white decorations with green trimmings. The room occupies the whole of one section, and in addition to the white India silk decorations, the clusters of lily of the valley and foliage made a beautiful display. The Hudson Bay Co.'s store had a very large room given over to millinery. This, trimmed with huge bunches of pink roses, was a big attraction. Summers & Orell had a large display of hats arranged very artistically, and the crowds that passed through their store were evidence of their quality. James Stark & Sons have made a number of improvements in their millinery department, and a whole floor is used for women's wear. A great many ladies attended this opening, in spite of bad weather. A color scheme of blue and gold was the background for the hats. At Harvey's a specialty was made of babies' bonnets, and a straw hat sale was a great success.

At Kamloops, B.C., McArthur & Harper's and John Beaton's millinery openings were very successful. The hats were well selected and were thought much of by the numerous visitors. The decorations were given careful attention, and were greatly admired.

Morse & Jack, Blenheim, Ont., advertised their opening by a supplement to the local paper, well displayed and containing a half-tone of King Edward. The result was a very busy opening.

McKinnon & Co.'s large store at Blyth, Ont., contained a more elaborate display than ever, and in addition to the millinery and trimmings, the main store was decorated with dress goods. Anderson & Elder displayed many novelties in millinery, making a specialty of mourning goods, which was largely patronized. This season was the first millinery opening of D. M. McBeath's new store. The millinery showroom was a large one and beautifully decorated with all sorts of trimmings.

J. S. Richardson, Tilbury, Ont., had a fine display. Among the decorations was a large mirror, framed in Tuscan chifon. A cosy corner and settee added a touch of home attractiveness to the display. Powell & Co. excelled themselves in regard both to the goods and decorations of the room. W. C. Crawford's large bright millinery room, with its windows draped in airy curtains and flowers, was a place of much attraction.

The display in Oscar Boden's store, Meaford, Ont., was added to by having the showcases filled with flowers of all kinds and colors. S. A. Grey & Co. have a big reputation in the millinery line, and their last opening was calculated to increase it. The display was one of the finest in North Ontario.

Hager's departmental store at Hagersville, Ont., contained a display in all its departments, though, of course, the millinery room was the chief attraction. Flowers and foliage formed

the decorations. The roses shown at R. Fisher's were in great abundance and variety, and their arrangement around the room added much to the appearance of the hat display.

John E. Boles' store in Ingersoll, Ont., has been greatly improved. The rooms are larger and the different departments light and airy. The walls are colored a delicate green. A large glass showcase runs along one side of the room, while on every side large plate-glass mirrors have been placed. Hollinrake & Co. also had a splendid opening. The children's goods were given special attention, and well repaid it. Along with their millinery display, Oscar Hendry & Co. made a special attraction of the dress goods. The decorations of the millinery department were better than usual.

G. B. Ryan & Co.'s Berlin store showed an improvement in their millinery openings over previous years. The excellent stock of the latest things in millinery was much appreciated by the ladies of Berlin, who turned out in great numbers to attend. A. O. Boehmer & Co.'s opening was another very largely attended affair. Palms, flowers and drapings were in great abundance and produced a beautiful effect.

The Galt openings were well attended and among the most successful yet held. At R. A. Briscoe's, an orchestra gave a number of selections throughout the day. The store was beautifully decorated from top to bottom. The draperies, flowers, etc., at W. W. Wilkinson & Co.'s was one of the finest ever seen in Galt, the richness and variety of the goods being much commented upon. Roses and gold trimmings were foremost in the decorations. The large store of H. A. Matchett was filled with visitors during the whole time of the opening. An orchestra was in attendance. The combinations in colors were a feature that reflects credit on the management.

The Runians-Gray Co., London, Ont., draped their showrooms with white curtains, and tables all over the room held a handsome stock of millinery. They made a specialty of misses' and children's hats and mourning millinery. One of the largest exhibitions in London was that of Gray & Parker, the whole second floor of whose establishment was used for millinery purposes. The whole place was decorated with much taste in flowers and foliage, and a number of cosy corners were arranged in different places in the room. Smallman & Ingram's opening was attended by an unusually large number. Their reputation for showing high-class millinery has steadily grown and now it is a very enviable one. They specialized on children's goods also. J. H. Chapman & Co. had the best opening they ever had. The design and makeup of the decorations were pretty, a great deal of trimmings, etc., being used for decorative purposes.

The weather during the openings at Stratford, Ont., did not tend to promote their success, but no complaints were heard notwithstanding. The Arcade showrooms were heavily trimmed with flowers and presented a beautiful appearance. In J. A. Duggan's and at Macdonald's the displays were very creditable and much admired by the visitors.

The Northway Co., and C. Austin & Co., Chatham, Ont., must have been highly pleased with the results of their open-

# WHOLESALE MILLINERY.



Our Catalogue  
Showing

*Both two for each*  
*Sept 20-01 see card*  
*two 3 pages 116*

LATEST and  
BEST  
STYLES

IN . . . . .

## SAILORS

JUST ISSUED.



ALSO IT IS WELL to bear us in mind when any of the following lines are required on shortest notice :

**STRAW NETS**—Black and Colors, an excellent trimming for medium-priced hats.  
**MECHLIN NETS**—White, Black and Colors.  
**TAFFETAS AND PEAU DE SOIE SILKS.**  
**CHIFFONS, MOUSSELINE DE SOIE.**  
**FLOWERS** in all the latest creations.

### The D. McCALL CO., Limited.

## Quick-Selling Novelties.

### Lorraine Loops

Cross-End Belts,  
Satin-Fold Belts,  
Sash Pins,  
Skirt Lifters,  
Hair Barrettes,  
Buffalo Stick Pins and  
Buttons.

WRITE US FOR SAMPLES.

### Satin-Fold Belts

are the correct thing.  
We make them to re-  
tail at popular prices.

## Marie Antoinette —Dip Buckle



## \$12.00 PER GROSS.

## Phillips & Wrinch

MANUFACTURERS.

Sole distributors of the LORRAINE LOOP,  
the biggest selling Belt Fastening device  
ever put on the market.

5 Wellington St. West, Toronto



**THE MILLINERY SEASON—Continued.**

ings, which were crowded from morning till night with visitors. Each department in these stores was brightly trimmed and decorated with all the newest things in millinery trimmings. At Gordon's, many of the decorations were lace and tapestry curtains, which produced a striking effect. A window at Thibodeau & Jacques's, trimmed with silks and satens, attracted much attention. The other window had an artistic display of millinery. Thornton & Douglas have one of the finest stores in the city, and on their opening day it looked exceptionally attractive. Draped mirrors throughout the store were a feature. Another feature of the opening was an orchestra, which furnished music both afternoon and evening. The display of hats in Foreman's window was one of the finest in town, and, doubtless, had much to do with bringing in the immense crowd that attended this opening.

In St. Marys, Ont., White & May, A. Beattie & Co., and Lofit & Co. held millinery openings that would have been creditable to much larger places. Time and care was spent on the decorations of the stores and the result was that the goods were shown to the public in a manner that materially affected the sales.

Geo. H. Malcolm's Palace Dry Goods House, Kincardine, Ont., was trimmed inside with pale green chiffon, providing a background for the hats that was much admired. J. D. Miller's window was very beautiful. It was called the "Gates Ajar." Just within two open, gilded gates, stood an angel in white holding a large cross, while at her feet were flowers and palms.

Saddleir Bros.' store, Warton, Ont., was well to the front in their Spring display, and their energy and enterprise was well rewarded by the throng of ladies who visited them.

In Hanover, Ont., two openings that are worthy of mention were those of Graff & Weppler and George Lorenz. All kinds of ladies' and children's hats and hat trimmings were arranged about the stores in an attractive manner, and the drapings and flower designs were beautiful.

J. D. Brown, Dundalk, Ont., had his rooms decorated with white and green lattice-work and flowers. An additional and unusual attraction was a number of moose heads. The showroom of McFarland & Richards was draped with laces and chiffons. A large bell of flowers hung in the centre of the room, and on the right, done in violets, were the words "Easter Greetings." Mr. Richardson's decorations were commemorative of Queen Victoria. The trimmings were white, purple and black, and above a large bank of flowers was a picture of the late Queen.

R. Scott & Co.'s two large stores in Mount Forest, Ont., were a mass of flowers, ribbons and silks, making a decoration that would be hard to surpass. T. P. McGillicuddy's display was better than ever, and his hats were given much praise from the visitors.

Henderson & Co., Acton, Ont., showed a larger variety than they ever carried before. The decorations were in white and purple. The B. Grennan Co., held their first millinery opening this season and created a good impression.

In Milton, Ont., Bastedo & Co., Hemstreet Bros., and Hollinrake & Son held openings that for attendance were better than ever. The decorations of flowers and drapings were excellent.

Siebert & Co., and The R. J. Neal Co., were two Platts-ville, Ont., firms that made successes of the spring openings. Their window trims and interior decorations were much admired.

The Shelburne, Ont. firms, whose openings attracted attention were E. Berwick & Co., C. Mason & Co., and W. G. Rowland. These firms gave great attention to the window dressing and succeeded in producing fine effects. Mottoes and figures in evergreens were features of their displays.

Surjeant & Smith, Barrie, Ont., produced attractive front windows. A lay figure in the centre of the window was surrounded with every variety of flowers and gauzy materials. Fair, Vickers & Co. were kept very busy with the visitors, who thronged the showrooms from morning till night. Their dress goods and silk departments were ahead of any previous season's display. Powell & Co. also had handsome windows of millinery hats and trimmings and another of charming color combinations in dress goods and silks. In the millinery showroom, canaries here and there among the palms and foliage, were a feature of the opening.

In Tweed, Ont., F. J. Black and T. R. Preston provided displays that called for very great admiration. The former's store has been recently painted and papered, and presents a fine appearance. Preston's display would have been a credit to any dealer, the colors being blended beautifully.

Jas. Paton & Co., Charlottetown, P.E.I., found their large store not quite large enough when opening day came around. The crowd of visitors was immense and the store never looked better, with its decorations of potted plants, ferns, palms and cut flowers. In one window a forest scene attracted considerable attention. The hats were well displayed and much appreciated by the ladies.

In St. John, N.B., a number of openings were held, and reports are very favorable. Manchester, Robertson & Allison's establishment was brilliantly lighted, and mirrors, flowers and drapings around the room were beautiful in the extreme. Macaulay Bros. made a display of untrimmed specialties and afterwards held a regular Easter opening, which was a little later than the other local houses. Chas. K. Cameron & Co.'s house is well known for its stylish millinery, and their opening was an event of importance. The rooms were suitably decorated.

The Hardy Dry Goods Co., Napanee, Ont., have had their showrooms repainted and papered throughout. Mirrors and flower trimmings made an effective decoration in their store.

Lindsay Bros.' "Big Store" in St. Thomas, Ont., was decorated with both natural and artificial flowers, palms, ferns, etc., and the new goods and novelties added much to its appearance. Chant's Cheap Store also showed a fine millinery display, the rooms devoted to this having been refitted and decorated with taste. J. B. Hill & Co.'s "Ideal Store" presented a striking appearance and attracted crowds of people. The millinery opening of H. G. Broderick was another success in decorations and attendance. J. Mickleborough's store interior was a mass of color, blended in a harmonious manner. Northway & Anderson paid a great deal of attention to their decorations and window-trims, and the result was well worth it. The children's and misses' headwear section has been enlarged, and the display in this line most attractive.

E. B. Nash & Co., Winnipeg, had the pillars of their millinery showroom draped in different pastel shades, and the numerous mirrors in soft pink. Novelties in hats and trimmings were shown in quantity and much taste was displayed in the arrangement.

C. W. Anderson & Co., St. Catharines, Ont., outdid themselves this season and produced a display of goods that took the visitors by storm. The decorations in C. K. Gordon's, Manitou, Man., were unique and beautiful. Gold played a great part in them and pink silk drapings were effectively placed. From a bell attached to the ceiling, trimmed with violets and white, were suspended a number of baby bonnets. Mackay Bros., Renfrew, Ont., was a success in spite of disagreeable weather. Their assortment of hats was particularly well chosen.

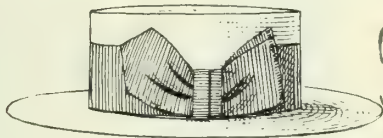
At Grafton & Co.'s, Dundas, Ont., the store was illuminated with many gas and electric lights, the effect of which on the different colors was very fine. Potted plants, flowers, bird cages and many other things, together with an orchestra, made this opening one to be remembered. Bad weather did

# THE John D. Ivey Co.

LIMITED

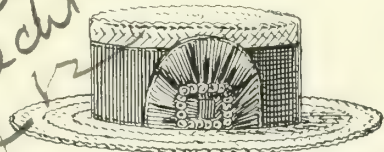
Order some of these goods for your May Trade.

## SAILORS WILL BE A BIGGER TRADE THAN EVER



Britannia

A Split Crown Sailor in Black and White,  
price, \$9.00 per doz.

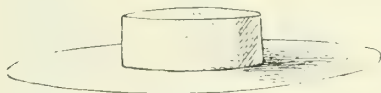


No. 532

A Rough Straw Sailor with Gilt Buckle,  
price, \$6.60 per doz., in White only.

We have a large Range of Sailors, both in fine and rough Straw, in White and Colors,  
price ranging from \$2.25 up.

**LEGHORNS**—We are showing exceptionally good values. Our two leading shapes  
are numbers 122 and 258.



No. 122



No. 258

**No. 122** is 2¼-inch crown by 4½-inch brim. We do this shape from \$2.00 a dozen  
up to \$12.00.

**No. 258** is a 2¾-inch crown by 4¼-inch brim. A very new shape, made in different  
qualities, price ranging from \$4.20 to \$12.00 a dozen.

## ● CHIFFONS ●

|                                                                     |                 |
|---------------------------------------------------------------------|-----------------|
| Quality 150, 44-inch, comes in Black, White and Cream               | 25 cts. a Yard  |
| Quality 200, 44-inch, - - - - -                                     | 30 cts. a Yard  |
| Quality 250, 44-inch, - - - - -                                     | 37½ cts. a Yard |
| Numbers 200 and 250 come in Black, White and Cream, and all Colors. |                 |
| Order any length.                                                   |                 |

Stocks in all Departments fully assorted. Order anything you require.

Write for our Catalogue.

# The John D. Ivey Co., Limited

## Toronto.



**THE MILLINERY SEASON—Continued.**

not spoil the opening of J. F. Clark, Port Hope, Ont. Everything that could be employed to make the showrooms more beautiful was brought into use, and the great success of the opening was fully deserved. The millinery department at J. J. Lanigan's, Woodstock, Ont., was the centre of attraction for the crowds that visited his store, and none were disappointed with the hats or trimmings or with the appearance of the showroom, which was draped for the occasion in all colors and with the latest trimming novelties. In Whiskard's "Three Busy Stores," London, Ont., the rooms were draped with curtains and ribbons, in white and violet, while festoons of white laces, holding sprays of white roses, added to the effect. At Gordon & Orr's, Stratford, Ont., the display was probably ahead of that of any other season, so painstaking had the staff been in beautifying the place and getting in the right goods. Crumley Bros.' first opening in their own store, Kingston, Ont., was very gratifying. The band of the 11th Regiment was stationed in the rear of the store. Frawley & Devlin, Barrie, Ont., have always an attractive store, but this season's opening was an occasion for it to be more than ordinarily beautiful. The decorations were unsurpassed by any store. A table given over to children's hats proved an interesting feature. T. F. Kingsmill's store, London, Ont., has been thoroughly renovated and now shows a handsome interior, apart from the drapings of flowers, etc.



The D. McCall Co., Limited.

At Orangeville, Ont., openings were held by Ritchie Bros., Marshall Green, E. Thompson & Co., T. Chapman, and Claxton & Son. The appearance of the stores was carefully attended to and on opening day the merchants were able to present some of the finest displays ever seen in Orangeville.

Thompson Bros., Listowel, Ont., had a brilliant opening in the midst of cloudy weather. Their windows were very artistically arranged and gave such promise of a handsome interior that many passers by were drawn in. In Carson & McKee's, the array of millinery and all the latest novelties surpassed any previous display. The interior decorations and exhibits of the hats were much praised by the crowds that attended. The display of The Robinson Co., Napanee, Ont., contained many effects in gold and silver that spoke well for those who had charge of the decorations.

W. Pye & Co., Harriston, Ont., are well satisfied with their Spring opening. All sorts of flowers and drapings were used to produce the beautiful effect in the showroom and the hats were displayed in surroundings that set them off to the best possible advantage. In the centre of McFarland, Stafford & Co.'s showroom stood a pillar, covered with bright drap-

ings and flowers. An elaborate canopy surmounted this, from which was suspended a large bell trimmed with flowers. Around the base was a circular seat. Between the large mirrors was a massive horseshoe and in the circle the word "Easter," was made of buckles and other novelties. Dempsey & Co., Petrolia, Ont., made great preparations for their opening, and the store, brilliantly lighted and decorated with

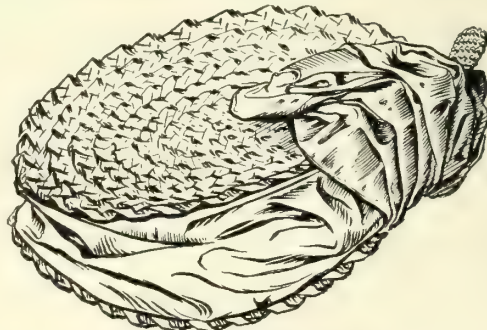


The D. McCall Co., Limited.

everything in the way of spring trimmings and dress goods, presented an appearance well in keeping with the beautiful assortment of hats.

**DEMAND FOR CHIFFON AND OTHER THINGS.**

A feature of the millinery trade is the strong feeling and greater demand for chiffons and tulle this year than last. Wholesalers are looking forward to a large trade in both lines. The great demand at present is on chiffons, but with warmer weather tulle is likely to come to the front as they already have done in New York and European cities. In these places tulle is the trimming invariably used for the better class goods. The D. McCall Company have been preparing for a large trade in all these goods, and the nets they show are of a firm and silky finish which they have placed in stock as the best suited to the millinery trade. The favorite ribbon of last year, black velvet and satin, appears to be in as great favor as ever and will doubtless prevail through the Summer season for both millinery and dress trimmings. The whole trade seems to run more on staple lines and present indications are that it will continue in this way for the balance of the



The D. McCall Co., Limited.

season. This house are doing a big business in all-over laces and white, cream, black and butter valenciennes, Orientals and luxeuil patterns. Black straw nets, they say, have also been selling exceptionally well. These make very useful and effective trimmings for cheap hats. In flowers, the range is as varied as ever, but the trade has run more on foilage than

*Send all to  
D. McCall Co. Ltd.  
see cut for 3/118*

# Gale Manufacturing Company

14-24 Mincing Lane

TORONTO.

## BLOUSES

IN STOCK 10th MAY

Whitewear

Wrappers

Summer Dress Skirts

LETTER ORDERS CAREFULLY ATTENDED TO.



**THE MILLINERY SEASON—Continued.**

before. Roses, lilacs, forget me nots, poppies and geraniums are being received every week from the European representative, who finds these the leading novelties in that market.

Wide straw trimmings are selling as well as in the early part of the season. They are preferred to narrow braids for making up toques and small hats. Ready-to-wears have not been quite so popular as in previous seasons, but are commencing to pick up, principally in the rustics. One or two of the latest novelties might be mentioned. The "Shirt-waist Hat," shown by The D. McCall Company, is the latest shape. This is a two-piece affair with a flat tan crown separated from the brim with draped silk. It is called a concertina shape. Another is the "American Beauty," made in rustic braid. It is of a low helmet or mushroom shape. Though not an attractive hat in itself, when trimmed it is a rather striking style and is likely to prove a success. It is trimmed with a draped scarf around the brim, the ends hanging down at the back. A fancy buckle in front adds to the effect. A new sailor is the "Solent," in ox braid, trimmed with silk chiffon twisted round the crown. Two novelty straw pines are inserted in the side. It comes in white and black. Turbans are still selling, though it is late in the season. Chiffon hats in black have been in greater demand this season than ever before, but when the warm Summer weather comes colors are likely to take the place of black. Another hat that always is in demand as soon as Summer comes is the leghorn. Indications are not lacking that they will be as much worn as ever. The D. McCall Company have prepared for this in a way that will allow them to fill all orders.

**FEATURES OF THE SEASON.**

This is a highly interesting season during which to take a walk through a big wholesale millinery warehouse, and that of the John D. Ivey Company, Limited, is no exception to the rule. In going through the various departments the visitor gets a good idea of what is selling, and what is wanted for immediate and coming trade. Speaking to the manager of the silk and ribbon department, Mr. Peardon, as to the activity of trade in this department, he replied, "that business this season had passed the record, particularly in chiffons. There is," he said, "a big trade in these usually, and this season they are more in demand than ever. There was some question early in the season as to what was wanted, but our view was that there would be a bigger trade and we laid in stock accordingly, so that our assumption has proved correct. Other lines in demand here are mechlins and nets of all kinds. This is a big tulle season. As the weather grows warmer, mechlins are sure to be wanted. The trade in velvet ribbons, both cotton and satin backs, liberty ribbons in taffeta and satin is also active. These come in the scarce shades such as castors, old rose, turquoise, etc. This is really the millinery ribbon of the season."

Passing to the straw-hat department, Mr. McKinley was asked, "How is trade with you?" He answered, "Never better." "What are you doing?" "A big season in dress hats mostly in flat mushroom effects, while lots of turbans also were sold. The May trade will be ready-to-wear sailors, and leghorns are in good demand. We have looked out for a big trade and have a tremendous stock, as these are goods when wanted are wanted in quantity and at once."

"As to flowers," said Mr. Trimmer, the manager of the department, "this is the biggest season in years; in fact, any thing that looks like a flower sells. Just now we are busy on unmounted roses, principally pinks, tuscans and blues. The black flower is also a big seller and will grow more popular as the season advances. Foliages, especially rose foliage, are good."

The Ivey Company had a successful supplementary Spring opening a few days ago, and some of the millinery creations

shown are well worth a note. One of these, a Spanish turban—a walking hat, had the drooping effect at the back, the straw being in three leaves, the brim cut to make room for the curtain effect. Three leaves are grouped together in the centre, the rest of the brim being composed of four rows of straw, with an interlacing of narrow black ribbon velvet in groups of five. On each band of velvet is a gold buckle. The crown is entirely of cream roses with a draping of cream tulle between the brim and crown caught at the back for the curtain effect with a bow of black ribbon velvet. The latter is a strong feature this season.

Another swell walking-hat had the brim cut away at the back to make room for the straight curtain of straw, three rows sewn together and slightly gathered. This curtain falls flat on the hair; the rest of the brim is composed of eight square pieces of straw—four on each side, coming from back to front and clasped together with black velvet and rhinestone ornaments. The trimming at the side-back was apricot and cream satin ribbon formed into the new draped bow.

Still another of these Spanish turbans or walking-hats with the curtain backs (which are a decided novelty of the season), was made of eight pieces of straw in circles (white straw in every instance), each edged with a frill of narrow black velvet and which came from back to front. They were arranged in the "kiss" rosette form in the central front. The curtain effect at the back of this hat was thus made: Two of the new fan-shaped wings fell over the hair for the curtain; the trimming was white tulle with two clasps of very wide black velvet ribbon taken from the front over the brim on the left side.

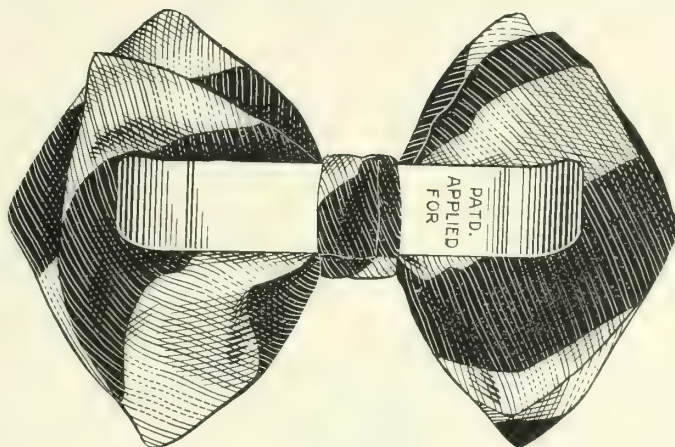
In trimmed sailors, a very novel design was shown in black and white; namely, a white sailor-hat with a drape of white taffeta ribbon on the edge of the straw, with a strap or garter of black ribbon velvet. The circle rosette, another novelty constituting the trimming, is made of six pieces of white taffeta silk cut in circles in graded sizes. In making this rosette, it is in two pieces, three circles to each part. Between each circle is a frill of white tulle to soften the effect. These two pieces are brought together in the immediate front of the crown and through the centre is put a small hole and through this extremely long, black curled quills are pushed, the two quills crossing in front and the curled parts making a side trimming for the crown. On all the Ivey sailors, flowers, foliage, quills and wings used very flatly were much in evidence for seaside hats. For the swell hats at this opening, tulle, white, cream and light colored, with introduction of renaissance or any real lace, were used with strappings or tie-bows of black ribbon velvets, the facings in the majority of cases being of unmounted roses. On the leghorn hats the crowns were cut out and chiffon and velvets put in on a bell-shape and large roses were used for decorating the brim. Ostrich feathers are also quite the vogue on these large hats. A word should also be said about the Gainsborough, which here, as well as elsewhere, has caught on, owing to the recent finding of the famous picture. One large black Gainsborough was thus made: The brim-covering of plain black tulle, 12 thicknesses, narrow black straw cording run on at regular distances. The crown was bell-shape and made of frills of tulle. The facing was black sequin, on the edge of the brim Chantilly lace, and the decoration three large black ostrich feathers.

**A CHAT ABOUT THE IMMEDIATE FUTURE.**

In speaking of the April trade, S. F. McKinnon & Company, Limited, say that, although the weather was a little unfavorable, the millinery trade has been good, and say that the fact of Easter being early gave the month a good start. They believe that, generally speaking, millinery departments have been busy. They have had an unusually large number of

# The Difficulty Solved.

Showing Back  
of Tie with  
New Steel  
Shield.



Once Seen,  
Always  
Tried.

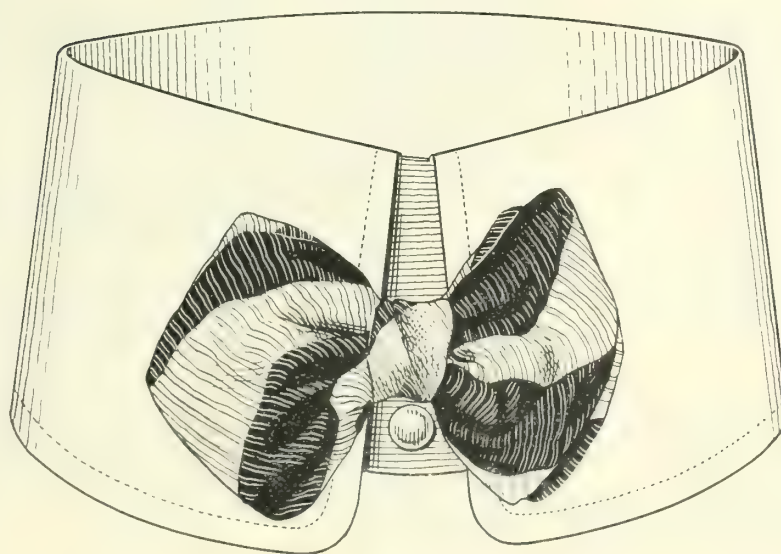
To be worn with any new  
collar with button  
hole front or  
plain front.

New  
steel shield.  
Cannot fall off.  
Quickly adjusted.  
Looks like hand-tied.  
Holds front of collar in place.  
Can be worn with any new collar.  
Shield cannot be seen when worn.  
Can be worn high or low in front of collar.

To be worn with any new  
collar with button  
hole front or  
plain front.



Showing  
above Tie  
worn on  
New Style  
Collar.



With New  
Collar  
Once  
Tried,  
Always  
Worn.

## E. & S. CURRIE,

58 and 60 Wellington Street West,  
TORONTO.



**THE MILLINERY SEASON—Continued.**

applications for trimmers during the month which confirms this belief.

"With the advent of fine, warm weather a big bound upwards has taken place and at this very time millinery departments that were busy are now crowded with work, and our private opinion publicly expressed is that May will be a great harvest for the general millinery trade. It is going to be, and those who have a little nerve and prepare to meet it will win.

"As you know changes in the character of millinery are very sudden. This necessitates close watching and quick acting. By keeping a resident buyer in Europe we are in close touch with the foreign markets and at this season of the year do the most of our ordering by cable. We all know that to have the right goods at the right time and plenty of them is what is wanted. There may be a little bit of good luck in it, but we think that that is about the position we are in now. Within the past few days we have received large shipments of new goods, such as are beyond a doubt pronounced favorites for the May trade. So that we are not only in a position to speak with confidence to the trade as to what will be the ruling features in Summer millinery but also let them know where they are to be had.

"Beginning with hats, while black and light colors will be worn to some extent, as we advance into May, white dress shapes, sailors and leghorns will be the controlling features of the hat trade. Of course, as has been the case all season many made-hats will be in demand, particularly with the better trade.

"Speaking along the line of trimmings and millinery materials many lines have become so pronounced for Summer

that you can make no mistake in letting them be known through your widely circulated journal. When we speak of the selling strength of the different lines, chiffons are the strongest of the strong, followed by mechlins, tosea nets, mousselines, mousseline de chine, laces, taffeta silks, plain ribbons, sequin crowns, sequin trimmings and satin and velvet ribbons.

"Flowers were never more popular. You can put the emphasis on foliage and roses in all kinds, characters and colors.

"Single tips and three-quarter flats (ostrich) in black, white and cream will be leading features of hat adornments for the May trade. Buckles, too, of all kinds are very strong.

"As they are much used in the manufacture of high-class millinery, you might say a word to the wise along the line of laces. Our lace trade has grown to large proportions. In this line there is no requirement which we are unable to supply, from the newest machine-made real edgings to real laces in duchess, Brussels point, rose point and point de venise up to \$50 a yard. Striking features in evidence in this department just now seem to be arabes in all-overs and trimmings to match, Carrickmacross, black silk chantillys and lingerie in which there is a large assortment of Bohemian reals. The department is worth seeing."

"What about jackets and costumes?" "We have had a most satisfactory Spring trade, although, as you know, the volume of trade done in Spring jackets is nothing like that of the Fall and Winter. In this department our attention is turned almost entirely towards Fall. Our special mantle representatives are now showing with much success our Fall samples. There is a very marked change in the character of these goods from former seasons. This is a good feature, which, no doubt, encourages buyers to place larger orders. Orders taken so far are most satisfactory and give convincing proof as to the correctness of our Fall styles."

# American Silk Waist Mfg. Co.,

323 St. James St.,

MONTREAL.

New Machinery Just Added.

Can now give



## Prompt Delivery

✿ ✿ of Orders.

Travellers will be on the road with samples for sorting trade, in a few days.

THE TIME TO INSURE IS

# NOW

While you are WELL, STRONG and INSURABLE.

THE

# Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.

PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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W. H. Beatty, Esq., W. D. Matthews, Esq.,  
VICE-PRESIDENTS.

W. C. MACDONALD,  
ACTUARY.

J. K. MACDONALD,  
MANAGING DIRECTOR.

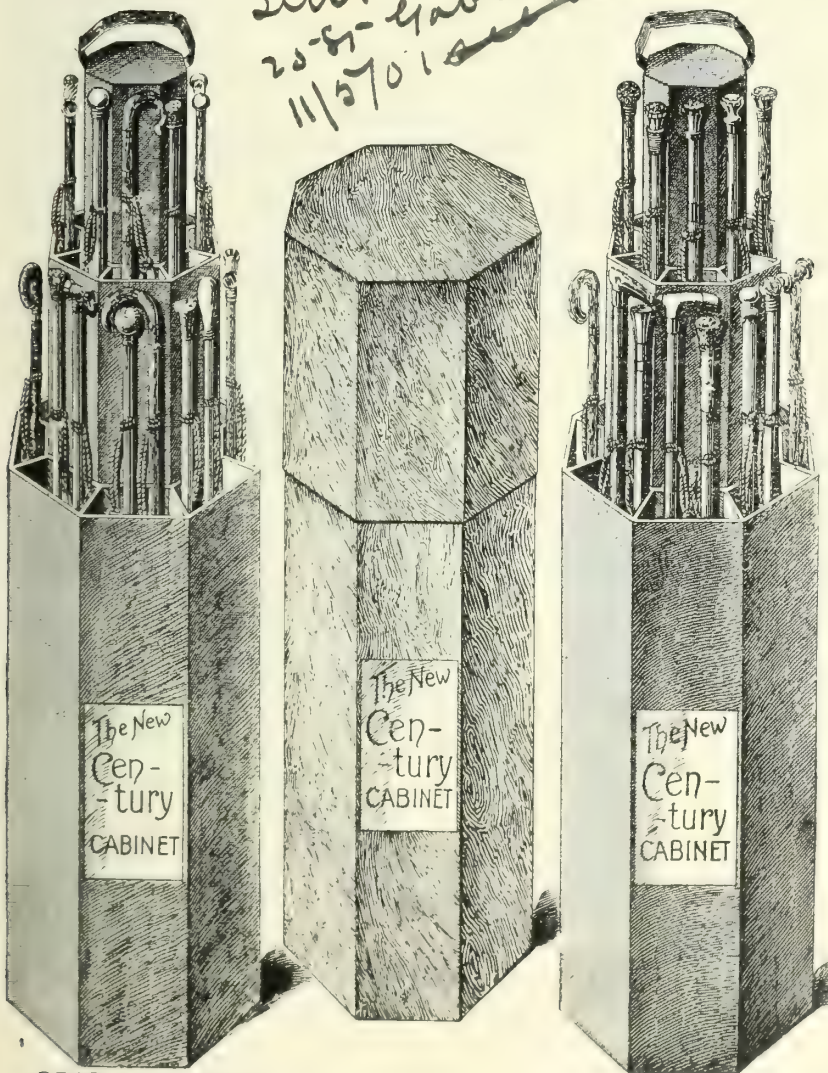
HEAD OFFICE, - TORONTO.

Another Boon to the Dry Goods Man

# THE NEW CENTURY CABINET

For Ladies' Umbrellas.

NO MORE DUST IN THE FOLDS, NO MORE STAINS.



REGD N° 364850.

This cut shows the Cabinet both opened and closed.

Each Cabinet holds two dozen Umbrellas, latest styles, fancy assorted handles. The price is \$12, \$18 and \$24 per dozen.

The Cabinet is sent you **FREE**.

The Umbrellas are good value for the money. The cloth is equal to any that can be bought at the above prices. Send us your order for a Cabinet Assorted. You will soon send a repeat.

## S. Greenshields, Son & Co.

MONTREAL.



## LADIES' TRIMMINGS.

THE activity that has characterized this department during the past few months continues, although hardly in so pronounced a form as last month. But the advent of warm weather is expected to bring on a good flow of repeat orders in many popular lines of goods.

The first line likely to need recording is laces, which are still well to the fore and losing none of their hold on ladies' tastes and fashions. All-overs, edgings and insertions are all called for. But the feature of the business is the excessive demand for the all-overs in particular. In millinery and vests of blouses immense quantities are being used. Valenciennes are in the lead. Guipures are also well up in the running. These two lines are the two makes that jobbers have reordered heavily for the sorting trade. There is a noticeable tendency to short 12-yard pieces in order to allow the retailer an assortment without too great an outlay.

Lace collars in renaissance and honiton effects have sold well and are now being generally worn, so more goods will likely be wanted. Collars in other goods besides laces, including the pique sailors, are also considered good property. The lace boleros have not taken with the trade lately, and we believe are being dropped.

Soft drapery light goods continue to be regarded as the ultra fashionable fabric for Summer. Soft siltus muslin, in all colors, is exceedingly popular and is displacing last year's less pliable materials. Corded effects are shown quite extensively, while the staple colors, black, white and cream, are largely called for. In the white goods, the specialties of the season, muslins are leading in plain, striped, checked and spotted effects. It is with difficulty that the wholesale houses keep these stocked. Persian and Egyptian lawns, India muslins and dimities are all good. Piques are always excellent property for Summer skirts. Fancy cotton grenadines will be used in Summer dresses and many sateens will be sold for linings.

Flouncings are singling themselves out as leaders in the Summer trade and Swiss cambric and muslin embroidery goods in this line are meeting with first-class success wherever shown. The tendency to lace effects ought to increase the popularity of flouncings this year. Many lines are already cleared out, as a glance at jobbers' books will show. They run in all prices up to \$1.50 to \$2 per yard.

### GOLD EFFECTS.

Retailers should be very careful from now on in handling laces in which appear gold effects. Not that gold trimmings are by any means dead, for they are still being largely employed in all sorts of ways and new metallic trimmings are constantly appearing on the market. But gold is now in a transition period. It is losing favor with the higher class trade and gaining with the lower. Expensive Valenciennes laces, with gold threads woven in, have been sold out in some houses and are not being reordered. On the other hand, cheaper laces with gold garnitures are being imported perhaps more heavily than ever. Retailers should govern themselves accordingly. Gold braids, as well as the plain black, are selling well at the present moment and gold belting still takes with the better class trade. Embroideries are rather quiet just now, although a lively business is anticipated next month.

### LADIES' NECKWEAR.

Many new novelties are appearing in ladies' neckwear, which is coming more and more to the front. So many waists are now being worn that a change of neckwear is welcomed by every lady. Lace and chiffon effects are as popular as ever, while the soft stock is gaining ground, particularly with the turn-down embroidery. Jobbers are getting ready for the Summer trade and the manufacturers are to be congratulated upon the beautiful designs they are offering.

The new raging material, grass linen, a sort of khaki effect, is being made up into pretty neckwear, chiefly in Windsor ties. The Golf tie is another style that is taking well with the trade and bids fair to be largely worn. The King Edward VII. is being made up into both string and bow ties out of mercerized sateen and foulard silks. This is essentially a ladies' tie and should be a good seller. One of the most striking garnitures to neckwear is the new brass buckle which is being put on many collars, giving a spic and span effect.

### NOTES FOR BUYERS.

S. Greenshields, Son & Co. are ready for the Summer trade with a nice stock of India linons, Swiss book muslins, white organdies, dimities and spot muslins. They can deliver at once out of a nice assortment of Battenberg lace collars in cream, white and black. Their stock of valenciennes laces with insertions to match is complete from the narrow widths up, and the trade will be sure to find satisfaction here for their requirements during May, June and July.

A line of white fancy striped lawns, the overmakes of a large manufacturer, is a snap offered by The Brock Co., Toronto, this week.

Besides their range in ladies' blouses, white and colored, retailing from 50c. to \$2.50 each, The Brock Co., Toronto, show a new stock of lace and muslin ties, collars and collarettes.

John Macdonald & Co. announce a job in laces, particularly in Nottinghams, a mixed lot, which are being sold cheap, including also vals., fancy cottons, etc. The regular sales this month provide a full variety of wide and narrow val. edgings and insertions, guipure edgings, applique lace trimmings, torchon laces (all widths), etc.

S. Greenshields, Son & Co. have received a recent consignment of high novelties in French laces, comprising insertions, narrow, medium and wide edgings, and 18 inch all-overs in black and gold and white and gold cordon effects. They also have a nice range of new Bourbon laces, insertions, edgings and all-overs. These goods come at reasonable prices and in order to give a dealer an assortment have been put up in short 12 yard pieces. They are quite new and are selling rapidly.

### "NEW CENTURY" LADIES' UMBRELLA CABINET.

The "New Century" ladies' umbrella cabinet is a very handy cabinet to be used either on the floor of the store or in window or door displays. A glance at its advertisement will convince one that it makes a splendid display of umbrellas. S. Greenshields, Son & Co. will have them in stock at once, with three qualities of umbrellas, at \$12, \$18 and \$24 per doz., handles assorted. The umbrellas in the case are "extra" good value, which means that the case is given "gratis" with the purchase. The style and finish of the umbrellas constitute the latest ideas, and the handles and cloths are the newest productions. This is one of the "finds" Mr. Hardy made on his recent trip.

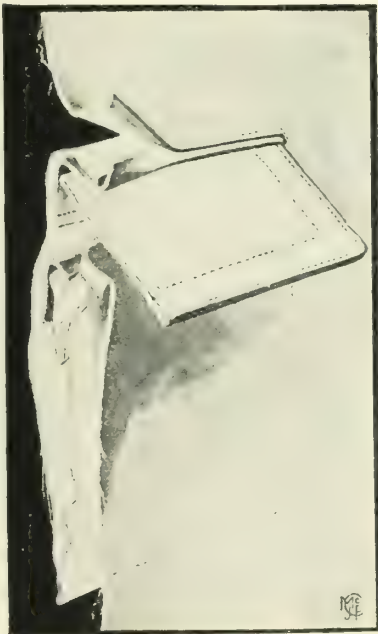
# The "Kantilever" Pocket is the Best Pocket in existence.

Both no action  
7/10/01  
Friede & Puchner



It is impossible for a "*Kantilever*" Pocket to sag even when filled with metal.

Two strong men pulling in opposite directions on the corners cannot tear it. No weight or strain that can be crammed into the pocket can tear or strain the corners of a "*Kantilever*" Pocket.



Section of "Kantilever" Pocket showing construction.

It is the only pocket made which is perfectly flat when the flap is inside. It is the only pocket made in which the flap lays always flat outside.

It is the strongest, neatest, most serviceable pocket ever invented.

Sole rights to use the "*Kantilever*" Pocket in Canada are controlled by us—we use it in all our heavy clothing specialties.

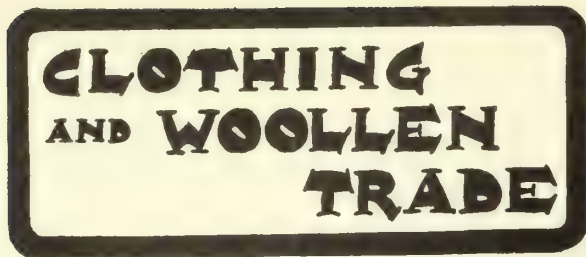
Ask our travellers about it.

## Hudson Bay Knitting Co.,

30 St. George St.

MONTREAL.





#### WOOLLENS AND LETTER ORDERS.

For men's suitings, chevots and Saxony tweeds are very much in demand. Greys and blues are the favorite colors. Nisbet & Auld are showing some new additions to their stock in this line that dealers will do well to look up, and also in blue serges which in both bare and rough finish are moving rapidly, particularly the lighter weights now coming in. Tweed trouserings are selling well. Some of the new styles shown are very effective, and are being used to a great extent for suits. The Oxford cheviot tweeds and homespuns continue to hold a front place both for men's and women's wear. In the ladies' tailoring line face cloths (broads and venetians) have moved up to first place. Friezes and homespuns, however, are holding their own. Nisbet & Auld say that in the better class of these goods they make a specialty and it is even then difficult to keep the supply up to the demand. Sales in black are very large. A strong feature of the trimmings trade is the doubling up of the better class of trimmings used. Silk linings, which were occasionally used until recently, are now in general use throughout the trade.

That doing business by letter order is becoming more and more popular is further evidenced by the success that has attended the mail order department of Nisbet & Auld. The heads of the various departments give particular attention to letter orders and the business has grown to large proportions.

#### THE WOOLLEN DUTIES.

A committee of the woollen section of the Toronto Board of Trade decided that they would do nothing further this session in regard to interviewing the members of the Government on the preferential tariff as it affects the Canadian woollen industry. Next session, however, the matter will again be brought up and a stronger effort made to obtain the desired legislation.

#### SUMMER WEAR GOODS.

For the sorting season now on in the men's woollen department of The Wyld Darling Co., a number of lines are shown that will interest the tailoring trade. For Summer wear the striped suitings will be worn a great deal. These are shown in flannels and homespuns. In knickerbockers for golf, wheeling, etc., bright checks are selling very rapidly. There is a greatly increased demand for black mohair twill linings, including the Germanic range. Their own brands, Trilby, Sayles, Wellington and Queen serges, have been before the trade for two or three years and have gradually gained a front place. There is now a good steady call for these goods in Summer weights.

#### AGENCY FOR GERMAN LININGS.

The Gault Bros. Co., Montreal, report that their "ad." in last month's "Review" has created much interest in the merchant tailoring trade and that they have had many inquiries for sample prices of their new "Belwarp" linings.

They are showing an immense range of costume cloths for Fall, including many novelties in Irish and Canadian homespuns. Their range of Amazon and mousseline cloths is very fine. The famous "Lady Cloth," which this firm have controlled for so many seasons, is again being offered for Fall trade at the old price, 75 cents. There is an immense variety

of shades in mixtures and plain colorings. They claim that their show of overcoatings for Fall eclipses any previous effort. Chevots are prophesied to continue in the lead.

They would draw special attention to their range of dress suitings, found in every desired make. Their Llana serge is extra good value, and is shown in black, Cambridge and Oxford.

The firm have secured the agency of a German lining silk house and are offering some very special values for immediate and Fall delivery.

#### CLEARING LINES.

There is an improved demand for tweed suitings, although black and blue worsteds and serges still sell freely. This is John Macdonald & Co.'s report. In this department several special offerings being cleared will interest the trade: A line of 6-1 tweed suitings at \$1 a yard, worth \$1.50 to \$2; a 28-in. fancy worsted trousering at 60c.; also a 27-in. Canadian tweed at 19c., and a 54-in. black mercerized Italian at 25c. and 30c.

#### PROSPECTS FOR FALL TRADE.

Tailors have not been so busy for years, so that big firms report the sorting trade in woollens to be exceptionally good. The prospects for Fall business are fully as good as a year ago. The woollen travellers are now on the road with the best selection they have shown for years. Most of them show for Fall a range of suitings for ladies' costumes. The feeling for reversible cloth is marked. Colorings both in men's and women's goods incline to greys and blacks. In overcoatings, soft chevots are a feature, though meltons and beavers hold their own. For men's Fall suitings greys are popular in mixtures and overchecks. For more pronounced tastes there is a fancy for brown and green mixtures and broken checks.

#### RETAIL NOTES.

A settlement of 70 cents on the dollar has been made by A. E. Pavay & Co., wholesale men's furnishings and tailors' supplies, London, Ont., who made an assignment a short time ago.

A new department has been added to the Oak Hall, St. John, N.B., which will be devoted to merchant tailoring. The new part is beautifully decorated and fitted, making an interior the equal of which cannot be found in many stores in Canada. Under it is a storeroom for reserve stock of cloths, etc. The new part fronts on Germain street, and large plate-glass windows give it a fine appearance.

The increasing business of Rutledge & Jackson, Fort William, Ont., has necessitated some changes in their store. The tailoring department is moved to the second floor of the Victoria block and the old shop is being used as a storeroom. In the furnishing department the ready-to-wear goods are displayed in a large clothing cabinet.

The early-closing by-laws in Victoria, B.C., affect the clothiers' business in that they must close at seven o'clock each evening, except Saturdays and the day preceding a holiday.

#### "NOVA SCOTIA AT BUFFALO."

Among the progressive woollen manufacturers of Canada, the old established firm of The Oxford Manufacturing Co., Limited, Nova Scotia, appears to be pushing out and up in a creditable manner. This concern believes in exhibiting its products at world's fairs, so is to make a display of its celebrated tweeds and homespuns at the Pan-American. The Oxford samples for Fall are pronounced by people who have seen them to be a long way superior to those of any previous season. A peep into the travellers' order books of this mill's selling agents, Nisbet & Auld, offers very convincing proof of the genuine appreciation of good tailors. The purity of the stock, together with the unstinted care used in every depart-



**A MAN'S BEST FRIEND  
IS A GOOD SUIT OF**

**STANFIELD'S**  
**Unshrinkable Underwear.**

EVERY GARMENT FULLY GUARANTEED.

Sole Manufacturers . . .

**Truro Knitting Mills Co.**

WESTERN AGENTS

W. P. KING & SON

43 Scott St., Toronto.



**Truro, Nova Scotia.**



# OXFORD TWEEDS

## HIGH CLASS

Made by Oxford Mfg. Co., Limited, Oxford, N.S.  
Sold by Nisbet & Auld, - - - Toronto.



### ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

**H. ASHWELL'S Wool Finishing Works,**

NEW BASFORD, NOTTINGHAM, ENGLAND.

**The C. Turnbull Co., of Galt,**  
LIMITED.

Our representatives are now on the road with the largest and most complete range of samples in Ladies', Men's, Children's and Infants' Perfect Fitting, Ribbed and Full-Fashioned **KNITTED UNDERWEAR** we have ever had. Do not place your orders until you have seen them.

**The C. Turnbull Co.,**  
of GALT, Limited.

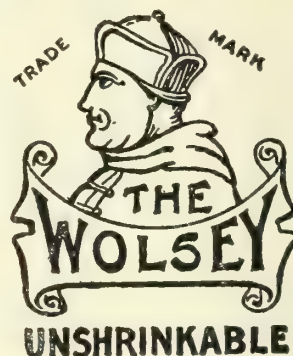
GOULDING & CO.,

27 Wellington St. East,  
TORONTO.

JOS. W. WEY,

7 Bastion Square,  
VICTORIA, B.C.

## What is the Wolsey?



Registered in Canada.

**"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.**

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

# Our 12 Travellers

are now scattered all over the country with **Fall Clothing Samples** of exceptionally good values.

## ASK TO SEE

Our **\$4** Ulster, 8 shades, and made from genuine all-wool heavy frieze.

## ASK TO SEE

Our **\$4** and **\$5** Beaver Overcoats, other houses want \$1 more for this same overcoat.

## ASK TO SEE

Our **\$3.50**, **\$4**, **\$4.50** and **\$5** Men's Double-Breasted Fall Suits. All the newest shades and patterns.

## ASK TO SEE

Our Tailor-Made "Raglan" and "Yoke" Overcoats, equally as good as the finest custom-made garments of three times the price.

---

# M. SAXE & SONS

Montreal's Greatest Wholesale Clothing Makers

16 ST. HELEN STREET.



**CLOTHING AND WOOLLEN TRADE.—Continued.**

ment, are understood to be the foundation of the success of this old Nova Scotia mill. Interested Canadians will doubtless be well repaid if they look up the Oxford tweed exhibit in the building devoted to manufacturers at Buffalo.

**INTO LARGER QUARTERS.**

A. S. Campbell & Co., clothiers, Toronto, have had to move into larger quarters to accommodate a growing business, and are now established at 113 King street west, where a great many alterations and extensions make the place look like new. Luxur prisms light the store splendidly. A marble front with mosaic threshold makes a handsome entrance, and the interior is papered and painted beautifully. The floor is of quarter cut oak, and large mirrors, tables, etc., add to the pleasing effect. The electric lights are in six clusters of six globes each.

**FALL OVERCOATS.**

The greatcoats for the coming Fall and Winter will be the Raglan and Yoke and the Newkote. M. Saxe & Sons, Montreal, are showing these in all the latest fabrics and naturally in as good values as given in custom-made goods costing twice as much.

They are also showing fur-lined coats, which are increasing in popularity each season. They have splendid values from \$22.50 to \$10. We have noticed some with fur collar and cuffs and guaranteed muskrat linings, both for body and sleeves.

Most of the double-breasted suits this Fall will have double-breasted vests.

# "Beaver Brand"

## Macintosh

*The best and  
cheapest made  
or sold in  
Canada.*

Sole Manufacturers

**The Beaver Rubber  
Clothing Co.,**

1849-51-51½ Notre Dame  
Street,

**MONTREAL.**

**NEW CATALOGUES.**

The Oxford Manufacturing Company, Oxford, N.S., are advertising their famous tweeds and homespun in a bright and tasteful booklet, a copy of which dealers should secure. It is illustrated and will be read with interest by whoever receives it. The company's trade mark is embossed in gold and silver on the cover.

The Spring, 1901 catalogue of Bryson, Graham & Co., Ottawa, is larger and better than ever. It is well printed, and fully illustrated with cuts of the goods which give a good idea of the originals. A cover design in colors adds to its appearance. The catalogue is a very complete one, almost everything imaginable being advertised, with prices, sizes and descriptions of the goods given in every case. In the back is an index and a number of valuable instructions regarding mail or express orders. It is a fair model of what such catalogues should be.

A very artistic catalogue of the highest merit has been issued by The Williams, Greene & Rome Co., Limited, Berlin, Ont., manufacturers of collars, cuffs, shirts, etc. It consists of some 28 pages of fine half-tone cuts of their goods, printed with a tinted background which helps much in making the engravings clear and more descriptive. The cover design is a neat piece of work in silver and colors. Altogether, this booklet is one of the finest of its kind yet produced in Canada and will prove to be good advertising for Messrs. Williams, Greene & Rome.

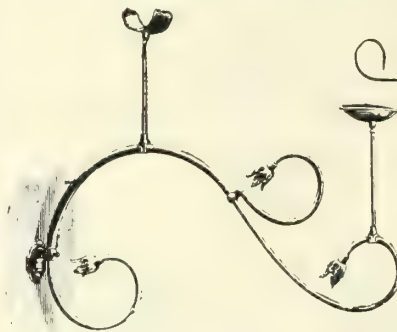
One of the large linen and cotton manufacturing houses in Manchester, England, is looking for a traveller to represent them in Canada. The position this house holds in the Old Country is a guarantee that the opening is one that anyone will be fortunate in securing. Their advertisement may be found on another page of this journal.

THE

# "Thorough Business Man"

can always rely on getting entire satisfaction  
when ordering anything we make in

## ORNAMENTAL BRASS GOODS



THE REASONS ARE FEW,  
BUT CONCISE:

Every particle of the work is made and finished on the premises by skilled workmen, and is under the supervision of experienced management.

We now have the largest and best equipped plant of its kind in Canada. Our showrooms are always open for your inspection, and we are always at your service.

Call and see our goods, or send for Descriptive Catalogue to

**The Toronto Brass Mfg. Co.,**  
91-95 Richmond St. West. TORONTO, ONT.

# The Galt Knitting Co., Limited

GALT, ONT.



TIGER BRAND

Samples for Fall 1901 now in  
our several agents hands.



Underwear  
Eiderdown Specialties  
Shoe Linings

# GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather  
Manager.

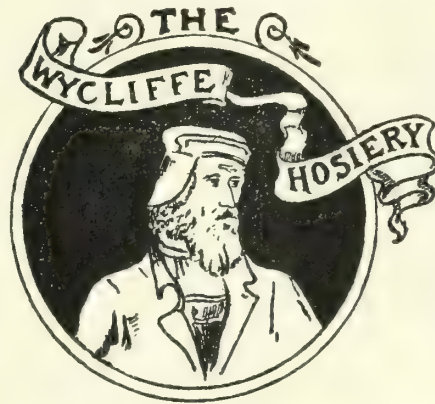
**LONDON**

Works: **LEICESTER** and **LUTTERWORTH.**

Hosiery of every description.

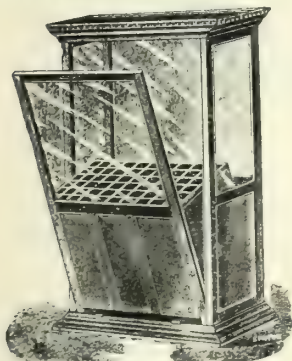
## WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool.  
Unshrinkable, has a first-class reputation,



Our export trade  
increases by leaps  
and bounds, goods  
must be right, in-  
struct your buying  
agent to get some  
of the Wycliffe  
Brand for you.

## DISPLAY FIXTURES OF ALL KINDS.



UMBRELLA CABINETS,  
RIBBON CABINETS,  
KID GLOVE CABINETS.



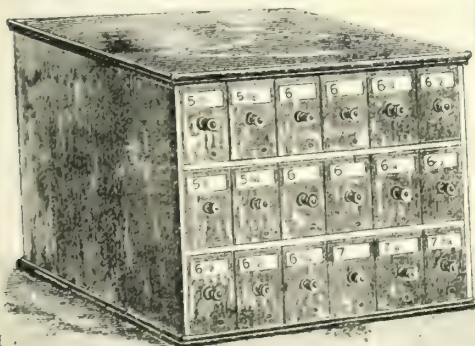
Papier Mache  
Forms.  
Wax Figures.  
Flexible and  
Jointed  
Figures.  
Latest Shapes.



Costume  
Forms.

Nickel-  
Plated  
Fixtures.

Showcases.  
Showcase  
Counters.  
Mirrors,  
Etc.



CLATWORTHY & CO., 46 Richmond St. W., Toronto, Ont.

## GREASY CANDLES

Smelly Oil Lamps,  
Poor Electricity or Flickering Gas ?

Isn't it about time to make  
a change and

GET more Light  
For . . .  
Less Money ?

Get 100 Candle  
Power  
for 50c. a month.

GET the Light of Eight Oil  
Lamps for the cost of Two.

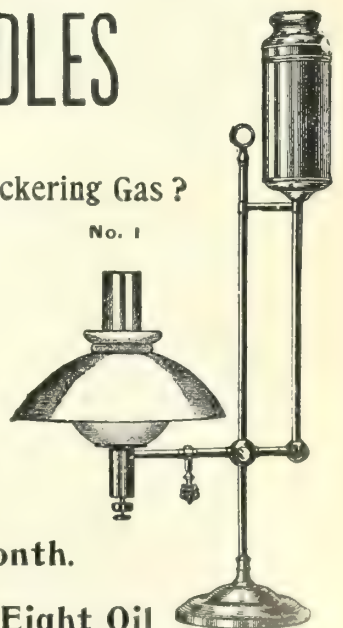
GET AN **AUER GASOLINE LAMP.**

Your money back if you don't like it.

Write for Catalogue. . .

**AUER LIGHT CO.**

E. Simpson & Co., Moose Jaw, Agents for the Territories. 1682 NOTRE DAME ST. MONTREAL





## SMALLWARES AND FANCY GOODS.

**D**RESS trimmings and ladies' ornaments still form the chief selling lines in this department and they continue to move out in regular order. Fancy goods have lately come on the tapis, but, so far as the dry goods trade is concerned, business in Christmas goods is only opening.

### BELTS

Belts are one of the most attractive features of the department. Patent leather continues to be the favorite and these belts are good property, not only with the retailer, but with the wholesale houses as well, who are stocking them, confident that this fad will be a greater rage next Winter and Summer than it is at the present time. Patent leather certainly makes a neat dressy belt and, as lustrous materials are coming in more and more for dresses, it ought to do more than hold its own. Gold and silver trimmings are still largely called for.

There is one change being made in the shape, however, and that is to have it fit the straight-front corset. The belt is cut in divers fashions to give the waist a long front. Generally the buckle is at the front, claspings with the drooping, angular effect, but oftentimes it is left to the cut of the belt to produce this point and the buckle is placed at the side. This latter arrangement is not general, however.

A great many ladies are making their own belts, buying their gold, silver or black buckles. To meet this trade, the Marie Antoinette dip is a good article. The strong commendable feature of this buckle is its arrangement which obviates the necessity of sewing it on to the ribbon. It is a pretty buckle and is said to be selling well.

Next to patent leathers, the best selling belt is the one made of tucked satin. This, too, is a lustrous material and a good trade is foretold for it. Made in a shade to match the new material, grass linen, it is one of the latest novelties.

### L' AIGLON.

The L'Aiglon effects are still popular with first hands and will probably run for some time yet in ribbons, chenille and cords. They are worn attached to belts or neck or pinned to the breast in hussar form. Some houses have discontinued handling chenilles for this purpose, not regarding it as serviceable. For other trimming purposes, however, chenille is selling well, being worn largely with ribbon ends and spikes.

### CHATELAINE BAGS.

Chatelaine bags continue popular and strong sellers, and are slated for a good trade all Summer. There are many beaded and silk goods to be had, but the tendency is towards leather goods. Christmas ranges show many samples. The most popular leathers are seal, imitation seal, monkey skins and alligator leather, running from low to high prices. These goods will not be confined to city or large-town wear, but bid fair to become quite popular in less fashionable communities, as they have proven themselves to be handy appurtenances—not fads.

### LACING HOOKS.

One of the newest things on the market is lacing hooks. For an idea of their shape, we have only to refer to the hook of one's boot. They are to be worn on the front of the dress, on the sleeves and sides of the skirt, silk cords being

used with them. They come in gilt, silver and black, and run in price from \$1 per gross up.

This is now the fan season, and dealers are again called upon to please the ladies' fancies with novelties. There do not seem to be any radical changes in these goods, and old lines in good condition ought to sell. There seems to be quite a run on Japanese fans, particularly on those worth from 27c. to \$4 per dozen. Of course, the higher-priced goods are also selling.

Gold barettes are reported to be taking the place of shell barettes. They retail from 5 to 50c.

During the last month, there has been some demand for beauty pins again.

### BELT NOVELTY OF THE SEASON.

Of the belt fasteners on the market, the "Lorraine Loop" is still in the lead. Some imitations have been brought out, but none of them perform the work of this natty little belt and collar device. It is the only fastening that will hold the belt down in front and keep it there. Every day repeat orders are received. In addition to the profit made on the "Lorraine Loops" themselves, the sale of them materially adds to the consumption of ribbon, and helps the ribbon department considerably. If you want to sell your ribbon, give your salespeople instructions to display the "Lorraine Loop." Show your customers how quickly a piece of ribbon is made into a handsome belt in half a minute without pinning or sewing. Phillips & Wrinch, Toronto, are sole distributors.

### NOTES FOR BUYERS.

S. Greenshields, Son & Co., are showing a lovely assortment of cushion tops, a feature of the smallwares department just now. They have a nice line of small purse tops in oxidized, French grey and gold to meet the popular taste in this direction.

The Brock Co., Montreal, show a complete range of lisle, taffeta and silk gloves. Leading values at \$2, \$2.25, \$3 and \$4.20 in stock. They have also some great values in black cotton and cashmere hosiery; leading lines at \$2.25, \$3 and \$4.25.

The new bodice buckle appears to be well liked. The ease with which it can be adjusted, owing to the ratchet attachment, and the long-waisted effect that may be secured is accountable for this. It can be used with as many different ribbons or belting as desired. They are shown in gilt, oxidized and black by Wyld-Darling Co., who are having good sales in connection with this buckle, on the new ribbon



# The "Inside Work."

The goodness of Northway garments is in the "inside work" as much as the outside. The shape of a Northway garment is not due to the skillful use of a pressing iron alone—it is in the designing and the cutting. The makers of Northway garments have been manufacturing Northway garments always—they know how to do the "inside work."

Northway garments are made in Canada—"repeats" on "selling garments" are easy to get. All the Northway trade is in Canada. The needs of Canadian trade are met in design and price. "The inside work" on them gives Northway garments a shape that will stand showroom wear-and-tear, makes them look well on the wearer until worn out. Northway garments are good.

The Northway garment men are now on the road. The change in Fall and Winter styles is radical. More samples are being shown than ever before. Every design is attractive. Every lining and cloth is perfect—no German shoddy is used.

We want you to hold your orders for our travellers, because you get better deliveries from a Canadian firm. You get every good design that can be shown you. You avoid the tariff. The prices are right. The very fact that "the inside work" on Northway garments prevents their being easily shopworn means an extra profit in quicker retail sales. Hold your orders.

JOHN NORTHWAY & SON, Limited

Shape-Keeping Garments.

TORONTO

## The Slingsby Manufacturing Co.

Limited

Brantford, Ont.

**BLANKETS**

We carry in stock a complete assortment of the following lines :

**Bed Blankets** } White, Grey, and High Colors, in  
Union, All-Wool, and Specials.

**Horse Blankets** } Duck-Lined, Cotton, Union and All-Wool;  
also Lap Rugs, Linings, Collar Cloths, etc.

Flannel Sheetings, Kerseys, Costume and Mackinaw Cloths,  
Camp Blanketings, Stocking Yarns, etc., etc.

We are sure it would pay you to see our goods before ordering.  
Our travelers, direct from the mill, will call upon you shortly. Mail orders receive prompt attention.



ends, which are used in place of the spikes. In ladies' neck-wear some new things are shown in cotton hemstitched windsors, which are good to retail for 25c. They are for Summer wear, in light colors, spots and checks, and are attractive. Dealers should look up Wyld-Darling Co.'s clearing of American bleached undervests for ladies. They can be retailed for 10, 15 and 25c. In hosiery, Hermsdorf-dyed goods are selling better than anything else. A special in these can be retailed for 15 to 25c. per pair. Lisle thread goods with lace open work are much used by the better class of trade. They may be retailed profitably for 50c. per pair.

#### A BUSINESS CHANGE.

The manufacturing business known for so long to the trade as The Ever-Ready Dress Stay Co., Limited, Windsor, Ont., has passed into the hands of F. L. Copeland & Co., who will continue it along the same lines as previously.

Mr. G. L. Cains, the energetic manager of S. Greenshields, Son & Co., took a few days' rest at Virginia Beach during the past month.

A mill stock of 32-inch heavy Canadian prints, both firsts and seconds, has been purchased by The W. R. Brock Co., Toronto. These they have had packed in cases of about 35 pieces or more. These can be retailed with extra good profit for 10c. per yard. Their regular price for these was 10 and 12c., so it can be seen what a good thing this is. They are being taken rapidly. The European buyer has picked up two lots of mercerized pongee and schrinered sateen which are expected in about the first week of this month. The pongee will retail for 20c. and the sateen for 25c.

Mr. C. S. Botsford, late manager of the Cooperative store on Queen street west, Toronto, has moved to Stratford, Ont., where he has leased a store and will open it shortly. He takes there a \$50,000 stock, much of which consists of his own importations of general dry goods.

The dry goods firm of Gordon & Keith, Halifax, has been dissolved, Mr. J. E. G. Boulton retiring, and the business will be carried on by Mr. Alexander Keith under the old name. A branch will be opened at Sydney also, under the management of Mr. A. T. Grant. The firm of Gordon & Keith began business in 1860, and have enjoyed continued prosperity ever since.

A number of improvements have been made in Mr. P. J. Kelly's men's furnishing store in Stratford, Ont. The walls have been repapered and frescoed, and new decorations have been given to the woodwork. One side of the store will be occupied with a number of "Silent Salesmen" showcases, and will doubtless aid in making it a very attractive place of business.

The tailoring establishment of Geo. A. Milne, Lindsay, has now been opened in the fine new block erected by him. The new block is of red brick, and contains two stores of commodious size. The plate-glass windows are the largest in town. The centre doorway is recessed; the floor space is handsomely tiled, and a centre door opens on a broad stairway leading upstairs. The design was made by Mr. Milne. The east store in the block was fitted up for his own business. The walls are covered with a pretty ingrain paper of light green hue, and the embossed metal ceiling is tinted to correspond. The front-showroom has a cork carpet, and is fitted with handsome wall cabinets. The lighting is perfect.

## OUR SPRING LINES OF CARPETS ARE COMPLETE

Buyers who are alive to their own interests should see our samples and get our prices. We have exceedingly rich lines of

# Wiltons, Brussels and Ingrains

which dealers will find quick sellers and particularly adapted to the requirements of their trade.

## The Guelph Carpet Mills Co.

GUELPH, ONT.

Limited.

# "Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These fabrics include a large range of specialties in Black and Colored Dress Goods, also Venetians, "Pirle Finish," and can only be supplied by

**LAW, RUSSELL & CO.,**  
BRADFORD, ENGLAND.

EVERY YARD IS STAMPED "LAWRUS,"

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and the Windsor Hotel, Montreal, in April and May, with a complete line of new styles for Fall, 1901.

THE

## CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO

## DYEING DRY GOODS AND MILLNERY

Dry Goods, Cloth, Tweeds, Drills, Ducks,  
Cottons and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal. 123 Bank St., Ottawa.  
158 1/2 King St. West, Toronto. 47 John St., Quebec.

THE SILK-STITCHED

EVER READY DRESS STAY

has stood the test of time, and is the best known Stay on the Canadian market to-day.

Our "Pre-Eminent,"  
"All Right" and  
"Alpha" Stays

are also in great demand, and every merchant should add to his business by handling them.

All our Stays made with Aluminized  
Steel, Rust-Proof, light and flexible.

For Sample Cards and Prices, write

**F. L. Copeland & Co.**

SUCCESSORS TO

**The Ever-Ready Dress Stay Co., Limited**  
WINDSOR, ONT.





## THE CANADIAN COTTON MARKET.

MONTREAL and TORONTO, April 30.

WITH May 1 no startling changes are expected in Canadian cotton prices, although some not yet announced may be made. As the period of guaranteed prices for manufacturers and jobbers does not expire until June 1, after which some jobbing may be done, it is not generally thought that the month of May will yield any radical alterations in prices. During April, warps have dropped 2c., but this is more apparent than real, seeing that it is doubtful if the higher prices which have been quoted for some months were ever actually paid in this market.

This fact is one which applies pretty generally to cotton goods in Canada, and explains the steadiness of the market for some time back. It is doubtful if any wholesale or retail firms in Canada ever paid the highest prices for cottons. During the period of boom the practice of the mills seems, in the majority of instances, to have been this: they would book all orders and then put prices up. Did the wholesale houses seize the opportunity thus afforded to get higher prices? It is doubtful if they did, so that in some lines the curious spectacle has been seen of jobbers quoting prices actually lower than the mill schedule.

The consequence is, therefore, that the prospect of lower prices for English and American cottons does not create much alarm in this market. Prices here have not been so high as to invite great reductions, although some reductions may take place, especially if trade abroad becomes more depressed. Already English cotton goods are easier, and lower quotations are being given in this market. Wholesale houses are said to be buying English white cottons, as well as makers-up, who have been doing so all along. There are a good many inquiries for English flannelettes, but we hear of no change in the prices of Canadian goods.

The Canadian mills are generally supposed to be in pretty good shape. It is rumored, although no official statement has been made, that The Colonial Co. will build a mill to make fabrics for their print works. The St. Croix mill, which makes colored goods for The Canadian Colored Cotton Co., is going on half-time until September, so as not to run ahead of market requirements. We learn with regret that the chances of the Parks mills, in St. John, resuming are not good, and it is reported that if the mills are put up for sale The Canadian Colored Cotton Co. will buy them, but not keep them going. The policy of allowing these mills to pass out of active employment is, in our opinion, a mistaken one, and will be regretted by the city of St. John and the trade generally.

## ST. GALL EMBROIDERIES.

Advices from Switzerland state that prospects for Fall trade are promising. Prices have dropped owing to low values in Nottingham laces. The export of embroideries will on this account be increased. There is a good demand for white embroideries. The St. Gall manufacturers have agreed upon

a new cartoon system in order to meet American tariff requirements. This will regulate the size of yarn used and number of stitches in embroidery patterns. Formerly a certain pattern was supposed to contain a given number of stitches, but when a different or smaller yarn was used, the same pattern really contained a larger number of stitches. In future the exact size of the yarn will be defined. The manufacturers provide a fine for violation of the agreement. While the new system is primarily arranged to meet a tariff test it may result in a uniform range of prices.

## UNITED STATES COTTON PRICES.

The price of raw cotton has continued to zigzag within a range of 20 points during the past month, keeping at date over 8c. and not promising any immediate change. The bear influences are still strong, their success depending a good deal upon the future demand for raw cotton by manufacturing centres. The market for cotton fabrics continues dull with no special feature. Prints tend lower if anything. The New England mills are not making more goods than can be helped, and, apparently, a quiet season is at hand.

## CANADIAN OILCLOTHS.

The latest price list of table, shelf and cotton stair oilcloths, issued last month, is as follows:

|                                             | Widths.       |          |
|---------------------------------------------|---------------|----------|
|                                             | 5/4           | 6/4      |
| Fancy mosaics, per piece of 12 yards        | \$2 10        | \$3 00   |
| Fancy marbles, " " "                        | 2 10          | 3 00     |
| Fancy Woods, " " "                          | 2 10          | 3 00     |
| White Marbles, " " "                        | 2 25          | 3 20     |
| White Muslin, " " "                         | 2 25          | 3 20     |
| Colored Muslins, " " "                      | 2 25          | 3 20     |
| Bronzes, " " "                              | 2 25          | 3 20     |
|                                             | 11 in. wide.  |          |
| Shelf oilcloth, " " "                       | 0 60          | ....     |
| Shelf oilcloth, " " 24 "                    | 1 20          | ....     |
|                                             | 15 in. 18 in. |          |
| Stair oilcloth, muslin back, 50 yd. lengths | 6 1/2         | 8 1/2 c. |
| Stair oilcloth, duck back, 40 "             | 10c.          | 12c.     |

Terms: Cash, less 3 per cent. in 10 days.

## COLONIAL PRINTS, FALL PRICE LISTS.

The following new price list of the Colonial Bleaching and Printing Co.'s prints for Fall, 1901, was issued April 1:

|                                       |        |                        |        |
|---------------------------------------|--------|------------------------|--------|
| Flannels—                             | c.     | Tweeds (continued)—    | c.     |
| No. 96 twill, 28".....                | 9      | No. 82 tweed, 28"..... | 11 1/2 |
| Colonial flannels, 29".....           | 8      | Twills—                |        |
| Red and black.....                    |        | No. 87 cloth, 32"..... | 10     |
| Green, blue.....                      |        | Black and white.....   |        |
| Purple, pink, etc.....                |        | Navy and white.....    |        |
| Kopje, 28" aniline fancy              | 8      | No. 72 cloth, 32"..... | 11 1/2 |
| spots, stripes, etc.                  |        | Ducks—                 |        |
| Twill French flannels, 31" 32" 11 1/2 | 11 1/2 | No. 28 cloth, 28"..... | 10     |
| Skirtings—                            |        | Quilts, new designs—   |        |
| No. 88 cloth, 36".....                | 12     | No. 78 cloth, 36"..... | 9      |
| Tweeds—                               |        | No. 12 cloth, 27"..... | 7 1/2  |
| Tweed costumes, 27".....              | 8      | No. 56 cloth, 25"..... | 6      |
| Kitchener tweed, 26".....             | 10     |                        |        |

## MAGOG PRINTS, FALL PRICE LIST.

|                             |        |                               |        |
|-----------------------------|--------|-------------------------------|--------|
|                             | c.     |                               | c.     |
| A. 10 Salisburys.....       | 8      | A. 25 Durban drill.....       | 10 1/2 |
| A. 12 Pinks and sky blues.. | 8      | A. 26 Seaforth tweeds.....    | 10 1/2 |
| A. 13 Fancies.....          | 8      | A. 27 Ladas tweeds.....       | 12 1/2 |
| A. 14 Suitings.....         | 9      | A. 28 Heavy moles.....        | 17     |
| A. 15 Wrapperettes.....     | 11     | A. 29 Extra heavy moles..     | 21     |
| A. 16 Reversible wrapper-   |        | A. 30 Twill cretonne.....     | 8      |
| ettes.....                  | 11     | A. 31 Ottoman cretonne....    | 10     |
| A. 17 French twills.....    | 12     | A. 32 Oatmeal cretonne....    | 11 1/2 |
| A. 18 Swansdown.....        | 15     | A. 34 Sateen cretonne.....    | 16     |
| A. 19 Coat lining.....      | 11 1/2 | A. 35 Napped sateen.....      | 12 1/2 |
| A. 20 Skirting.....         | 11     | A. 40 Cheviot suitings.....   | 12 1/2 |
| A. 21 Skirting.....         | 12 1/2 | A. 41 Alexandria cloth.....   | 12     |
| A. 23 Moreen skirtings..... | 11 1/2 | A. 43 Reversible salisburys.. | 8      |
| A. 24 Heavy twills.....     | 12 1/2 | A. 45 Embossed foulard....    | 10     |



ADVERTISING IN WESTERN CANADA will be . . .  
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by  
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

# LABELS

Any Shape  
1 to 17 Colors  
Every Process. . .

Costume Tickets. Stock Labels. Designs Submitted  
**LEVY & CO., Printers TORONTO**

**ELDER, DEMPSTER & CO.** ROYAL MAIL STEAMER L N S.  
Consisting of 126 Steamers Aggregating 450,000 Tons.

## BEAVER LINE

Regular Weekly Service between Montreal and Liverpool.

| From<br>Liverpool. | STEAMERS.       | From<br>Montreal. |
|--------------------|-----------------|-------------------|
| Tue day, Ap. 23    | *LAKE MEGANTIC  | Friday, May 10    |
| " " 30             | *LAKE SUPERIOR  | " " 17            |
| " May 7            | *LAKE SIMCOE    | " " 24            |
| " " 14             | *LAKE ONTARIO   | " " 31            |
| " " 21             | *LAKE CHAMPLAIN | " June 7          |
| " " 28             | *LAKE MEGANTIC  | " " 14            |
| " June 4           | *LAKE SUPERIOR  | " " 21            |
| " " 11             | *LAKE SIMCOE    | " " 28            |

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

\*The Lake Superior carries Second Cabin and Steerage passengers only.  
FIRST CABIN—Single, \$52.50 and upwards. Round Trip, \$99.75 and upwards.  
SECOND CABIN—Single, \$35 and upwards. Round Trip, \$68.88 and upwards.  
According to steamer, location and number of persons in room.  
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

**ELDER, DEMPSTER & CO.,**  
6 St. Sacrament St., MONTREAL.



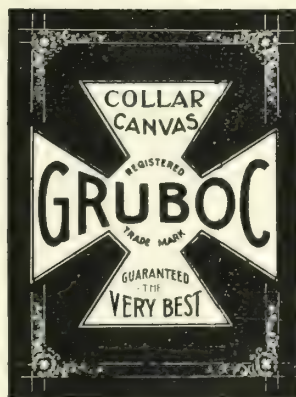
# K. Ishikawa & Co.

Main Office : **Yokohama, Japan.**  
Canadian Office : **24 Wellington St. W., TORONTO.**

# GRUBOC COLLAR CANVAS

IS THE  
**BEST**

FOR SALE BY ALL WHOLESALE DEALERS.



# WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE AND MARINE**

Head Office  
**Toronto, Ont.**

Capital Subscribed - \$2,000,000.00  
Capital Paid Up - 1,000,000.00  
Assets, over - 2,320,000.00  
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

You'll lose your pants unless you get a box of Automatic Buttons.

To Unlock Button Simply Raise the Key.

U. S. PAT. JUNE 8, 1894.  
ENG. PAT. NO. 11,630.

NO NEEDLE REQUIRED.

**J. V. Pilcher Mfg. Co.**  
MAKERS  
914 Mason Ave., Louisville, Ky.

**THE "DERBY" LINK**  
PAT. NOV. 29, 1898.

1/4 SIZE.  
For All Cuffs.

3/4 SIZE.  
"TIP"—Has Lever Button.

THE STAR  
For Round or Link Cuffs.



## WHAT OF EARLY BUYING!

IS IT BECOMING AN EVIL?

**I**N a recent number of THE DRY GOODS REVIEW attention was called to the injurious practice of pushing the sale of white goods in the months of January and February, instead of seeking to reduce the Winter stock and to get into good shape for the Spring trade. It was shown that the energy of the trade was spent in pushing goods at an unseasonable time.

Mr. Stapleton Caldecott, the Canadian representative of Debenham & Freebody, London, Eng., spoke to a representative of THE REVIEW of another unwise habit in the trade, which, he contends, results disadvantageously to the retailers. This is the selling of goods much in advance of the time they were required.

"The evil of this," said Mr. Caldecott, "will be apparent to any retailer who gives a careful consideration of the case.

"In the first place, much of the retailer's time that should be devoted to selling Spring and Summer goods is taken up by looking at samples of so-called Fall styles. He has a call from one traveller, and spends, perhaps, a day with him. Another comes, and takes up another day. In all, he probably loses a month in this way, when he should be giving his undivided attention to getting rid of his Spring or Summer goods. It must be apparent, too, that really new goods cannot be shown to the retailer before they have left the manufacturer's hands. The latter are never in proper shape to show styles for the Fall season earlier than May, and it follows that any goods shown before that month are not really the latest styles.

"Then, the retail merchant cannot be in a position to know just what is going to take for the Fall trade; hence it is a dangerous thing to place orders so early—before there is any indication of what the leading color or style will be. The month of June is about as early as really new things for Fall can be shown, and for the Spring season, November is about the earliest that manufacturers are prepared to show new goods.

"The time of showing goods for Fall is getting earlier every year, and I think retailers should discourage giving orders so far in advance, and prevent making serious mistakes, as they often do, in regard to coming fashions. In these times when both color and design must be seriously considered it is very dangerous for merchants to place orders ahead of time. Two months beforehand would be the wisest time to show goods, as then the manufacturers are busy on certain lines, and there are plenty of indications of the styles for the season."

Mr. John Catto said that if a merchant kept his eyes open he would not be loaded up with unsalable goods, though perhaps the country merchants had not the same opportunity to know what was likely to be worn. The stores throughout the country, in the smaller towns, might be affected by buying goods earlier than they should be shown, but the large places in the cities were not in the same position. They imported all their own goods, visiting the market themselves and did not have the goods very long before the public needed them. Except on job lines they did no business with Canadian wholesale houses.

## STATEMENT AND OUTLOOK GOOD.

The annual meeting of The Colonial Bleaching and Printing Co., Limited, was held in the offices of the company, 232 McGill street, Montreal, on Monday, April 29. President H. S. Holt was in the chair. The full board of directors was present, and also about 20 shareholders, among whom were: Messrs. G. B. Burland, P. P. McLay, Huntley Drummond, R. C. Jamieson, George Washington Stephens, Henry Dobell, Geo. Hogg, James Cochrane, M.P.P., B. M. Humble, A. W. Cochrane, Wm. Herrick and C. O. Beauchemin.

The statement presented was considered highly satisfactory, and the directors and shareholders expressed themselves as well pleased. By general consensus the outlook for the company was also considered first class.

The old board of directors was reelected, consisting of H. S. Holt, Alphonse Racine, C. R. Hosmer, G. F. Hart, Frank Paul, E. N. Heney and W. T. Whitehead. At a subsequent meeting of the board the officers were reelected: President, H. S. Holt; vice president, Alphonse Racine; secretary-treasurer, P. C. Shannon.

The Colonial Bleaching and Printing Co., Limited, is only a young concern, but it has already proven itself to be one of the most flourishing of our cotton companies. Its record during the past year has certainly been creditable to all concerned. No definite action was taken on the proposed new cotton mill.

## MR. GOUGH'S PLAN A SUCCESS.

The method adopted by Mr. B. J. Gough, clothier and men's furnisher, of Lindsay and Midland, Ont., has been found by him to be a paying one. Every year he sends to all his customers and others who might be customers a handsome calendar, lithographed and printed in the best of taste. That sent out for 1901 is lithographed in gold and colors, and contains a design including half-tones of his two stores, in Lindsay and Midland. That it is worth while sending out a calendar that everyone will appreciate, instead of looking after the cheapest kind to be had, Mr. Gough is convinced. Those who receive it come and thank him for it, and in this way he makes many friends for his store who well repay the trouble and expense in getting out the calendar.

Tooke Bros., Limited, are changing their sample-room from 22 St. Helen street to 1824 Notre Dame street (next door to W. R. Brock & Co.), about May 1. The new premises are being fitted up handsomely, and the full range of samples will be displayed artistically and in the best manner. Out-of-town customers visiting Montreal, as well as city merchants, may place their orders at the above address where every attention will be extended. The sample-room is under the charge of an efficient staff of salesmen, and those who favor the company with a visit are assured of receiving the best attention at all times.

Dealers will find in Wyld-Darling Co.'s linen department this month a stock of bleached and unbleached tablings shown in a wide range of prices, to retail from 25c. to \$1.50 per yard. Some exclusive designs may be had in damask cloths and napkins. Scotch, Irish and Russian crashes are in large assortment. In handkerchiefs there is an almost endless variety. They are shown from 13c. per doz. to \$8.50 per doz. The samples shown for the coming Christmas trade include the latest effects in lace and embroidered goods. The sales of these have been the largest of any year. A good run is reported on 5 o'clock tea covers, sideboard and tray cloths, etc.

1901

## Trade-Winners.

1901

Our  
Woollens  
and  
Knitted  
Goods

lines for the FALL season:

Overcoatings, Beavers, Diagonals, Friezes, Etoffes, Suitings, Pantings, Serges, Venetians, Whipcords, Flannels, White Blankets, Grey Blankets, Rugs, Wraps, Horse Covers, Blanketings.

Unshrinkable Shirts and Pants, Fleecy Lined Shirts and Pants, Top Shirts, Sweaters, Hosiery, Gloves, Mitts, Clouds, Scarfs, Etc., Etc., Etc.

IF INTERESTED DROP US A LINE.

We will be pleased to submit samples and information.

Strictly Wholesale.

*P. GARNEAU, FILS & CIE.*  
*QUEBEC.*

**JOHN FISHER**  
SON & CO.

Cor. Victoria Square and St. James Street

**MONTREAL.**

\*\*\*\*\*  
**WOOLLENS**

— and —

**TAILORS' TRIMMINGS.**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

**SAMPLES** Now on the road. .



Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

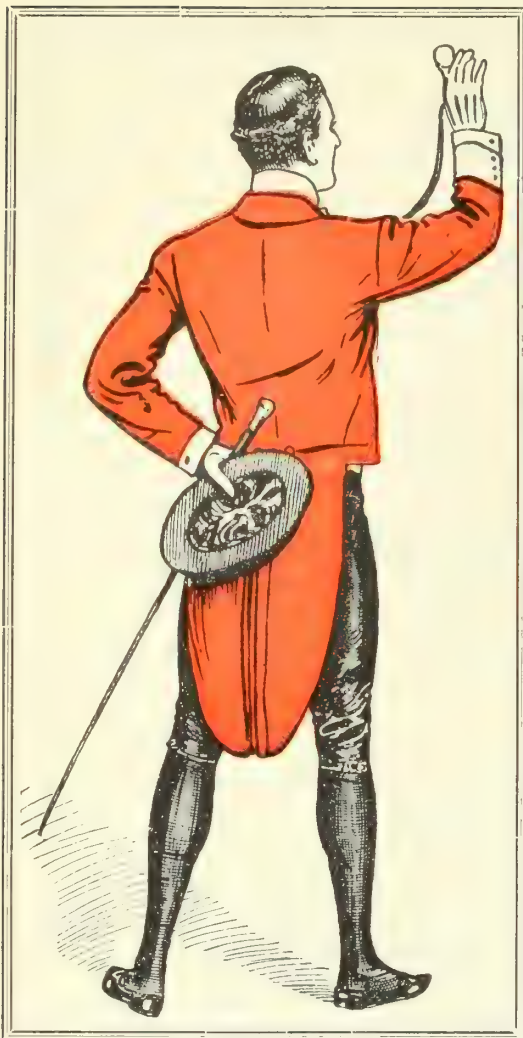
Remember, we guarantee satisfaction.

TRADE  
BERLIN  
MARK

"We Fear Nac Foe."

**The Berlin Button and Suspender Co.**  
BERLIN, CANADA.





## Men's Furnishings.

THE April trade has fulfilled the expectations of men's furnishers, but, as a rule, the majority do not look for a great deal for the month following the Easter trade. During the last week business brightened considerably and many lines began to move freely. Umbrellas and macintoshes of course were in good demand all through the month. In Toronto, the Horse Show accounted

ners in the high band are preferred. The collar fits as close at the top as possible. In the straight stand-up collar there is no apparent preference between round and square corners. In cuffs, round and square points go equally well.

As to TIES, the 52 inch. narrow derby is going the best. One of the largest American neckwear manufacturers is selling a lot of extremely narrow derbies. Dealers who handle any ladies' goods will likely find these very serviceable, as they look well when worn with shirt waists, being long enough to allow the ends to be pushed under the belt. But whether or not these will be worn to any great extent by men is somewhat early to decide. The ordinary narrow derby gives indications of becoming the leading tie for Summer, unless the new bow fulfills the expectations of some dealers. The graduated derby and shield bow are now selling fairly well. String ties are going well in navy foulards. The new Windsor bow has many admirers, and there are just as many others who feel positive that it won't go in Canada. It is called an advantage by some that it may be tied in various ways; while others look upon this as a drawback to its popularity. It is shown in a made-up bow on a shield, which will remove the difficulty of tying it in this shape. For staple trade, flowing-end ties are selling very well, the smaller ends leading, but in the more expensive trade they are reported not to be selling. Colors in ties are more brilliant than they have been. Red, which is always a good, steady, selling color, is going better than usual. Greys began to sell well last month, and are still selling well. A white pattern on black ground is very well liked and shows signs of becoming very popular.

for a good sale of white pique fancy vests, and the neckwear in the colors of the clubs and colleges of the city, which a number of dealers showed, went well. There is decidedly more color showing than last month.

COLOR SHIRTS continue to sell well. The new ox-blood shirts are having a fairly good run, but the preference is given to blues. Black and blue are in moderate demand. Narrow black stripes on white ground are well liked. Soft shirts are going a little better. These are apparently no preference as regards either pattern or color in soft shirts, but it has been noticed that much more pronounced colors are being shown than formerly.

Men of fashion in London are adopting a new style in WING COLLARS. This may or may not be an event of importance to the men's furnisher, but it is possible that it is another sign of another collar competing for favor with the high turn-down. This collar is like the old wing style, only the flaps, instead of having the outer edges cut so as to appear square, are really square. When pressed against the collar the outer edge of the flap will be found to be vertical. That the wing collar will take the place of the high band, whenever the latter goes out, is the opinion of the majority of dealers; but all predictions that the high band collar is going out after this year are mainly based on the desire of dealers to get rid of it. It has been selling now for three or four years, during the last two of which it has sold ahead of all others. The wearers appear to be as fond of it as ever, but dealers, as a whole, are rather weary of it. The round cor-

UMBRELLAS, with the new sliding catch, appear to be taking well, though the most of the trade is as yet on the old style. MACINTOSHES are worn in the Raglan and Chesterfield styles. The colors are mostly in greys and fawns. The sleeves have cuffs, and the coat comes almost to the ankles.

Suede grey is the selling color in GLOVES. A number of shades—principally the lighter ones—in tans are worn, but the great demand is for the others. For a more expensive trade the greys with black ribbed backs are going very well.

A fair trade is being done in medium weight UNDERWEAR. The general call is for plain goods in underwear, but fancy colored goods are by no means poor sellers. For heavy or very light underwear there is not much call just now.

Fancy HOSIERY is growing rapidly in favor. Stripes and embroidery go equally well. All colors, providing they are not too "loud," appear to be selling, and some of the best dealers are showing the most flashy patterns.

There is not much change in the LEATHER GOODS trade since last month. Business is not brisk, nor is it likely to pick up until about the middle of May, when the tourist trade commences. Belts will be worn in both grey and patent



*N. B.  
"Salem" Shirts  
sell 'emselves*

*Dainty Waists  
are  
"Salem" Waists  
for  
Dainty Women*

*Style right. Fit right.*

*Mode right. All right.*

*Designed and manufactured  
by*

*Stewart, Allan & Maistie*

*Montreal.*

## CAULFEILD, HENDERSON & BURNS,

17 and 19 Front St. West, Toronto.

*C. H. & B.*

Just received a large shipment of up-to-date Half-Hose in Cotton and Cashmere, with vertical and circular fancy stripes, which are the latest novelties in men's footwear.

### AUSTRIAN COLLARS AND CUFFS

A Full Range of Styles and Sizes Now in Stock.

### NEWEST TIE SILKS

Ask for the latest Bow Tie, The Duke of York; also the new Derby, suitable for Ascot, Flowing Ends or Bow style.

LETTER ORDERS CAREFULLY AND PROMPTLY ATTENDED TO.



**MEN'S FURNISHINGS—Continued.**

leather. Although there are so many fancy buckles shown the best seller is the old-fashioned variety, which, after all, is the most sensible and durable one.

In FANCY VESTS, for which the demand is now only moderate, the colors usually chosen are tans and dark reds. Black and white checks are well liked also. Some dealers declare that a lot of light colored goods will be sold during the coming Summer season.

Seen in Dealers' Windows. Dents' French kid gloves, 39c. per pair. Black and tan fancy half-hose, cotton, two pairs for 25c.

Balbriggan underwear, three-ply, 75c. per suit.

Real cape gloves, \$1 per pair.

Newest narrow derby ties, in silk and mixtures, 50c.

Fine "Egyptian" balbriggan underwear, 50c. per garment.

Finest natural wool, lightweight, underwear, \$1.25 per garment.

Fine elastic web suspenders, 25c. per pair.

Current Fashions in Windows. The Toronto Horse Show gave wide-awake dealers in that city a chance to get up appropriate windows and a number of them took advantage of it in what proved to be a profitable way. A large horseshoe was placed in one window, trimmed in various colors and hung with ties and scarves in the colors of the clubs and colleges. Electric lights were placed in the shoe so as to suggest the nails. The window was filled with stocks, riding coats, etc.

A window of collars, ties and negligee shirts in one of the smaller places was a drawing one, and showed the advantage of displaying goods in combination. The collars were buttoned on the shirts and shown as they would look if worn. The shirts were alternately red and blue, and the ties, all bows, were selected to harmonize with the colors of the shirts. Between every two shirts a pair of grey gloves was displayed on a stand.

It is apparently the policy of many dealers to make their window displays as rich and striking as possible, nor do they consider a display satisfactory that does not catch the eye of passers by. But a handsome display is not always a useful or paying one. In one of the smaller men's furnishing stores, a window was made up wholly of black and white striped working shirts. In the centre was a card telling the merits and qualities of the goods and giving their price. The whole window was not what one would call a striking one, but there was a constant demand for these goods, and when they were well shown they sold very quickly. A display of this kind once in a while will be found to pay.

Grey, as a leading color in neckwear, was in favor during Easter and for about a week after, and the demand for it has kept up, though blues or brighter colors are selling better. But, in a number of men's furnishers' windows, there are yet displays made up mostly of ties in greys or grey mixtures, and dealers who show them insist that they sell better than anything else. The locality of a store certainly makes a difference in the class of goods sold, and, even when stores cater to the same class of trade, there is a noticeable difference in the styles that each finds to be his leading seller.

That there is to be a good demand for fancy underwear there is no doubt. The Canadian people are not quick at

adopting anything gaudy in wearing apparel, and in the colored underwear nothing but the most modest colors and patterns is being taken. The designs are mainly light-colored stripes on a white or natural ground. Some dealers are showing underwear in very pronounced designs and colors, but if these go well it will be because they have a certain class of trade that they must cater to. For the average men's furnisher such goods are likely to be poor stock.

**The Outlook in Neckties.**

"The latest style and best seller," says an authority to THE REVIEW, "is the 'Twain' scarf invented and patented by Louis Auerbach & Co., of New York. It is a long, straight, narrow derby with strongly marked stripes running up and down the tie. The 'King Edward' bow is having a great run and will undoubtedly be the negligee scarf for the coming Summer. The latest thing in the 'King Edward' bow is a plain pure silk in white and all popular colors with a strongly marked border around the entire edge of the bow. It is a catchy idea and will be very popular for both men and women. The flowing end that has had such a long period of success is now dead in my opinion, and beyond all hope of resurrection, and as a stylish scarf it is now replaced by the 'Twain' derby and the 'King Edward' bow.

"The great color is grey, sometimes relieved with a bright color, such as blue, scarlet, green or purple. The run on grey began first in England as half mourning, and it is now having a great sale throughout the world. Stripes, checks and figures are all selling, and up to-date furnishers find it necessary now to carry a larger assortment than at any time in the past few years."

**A Query Answered.**

Will you please answer the following question through the columns of THE DRY GOODS REVIEW: "Whether is it proper to wear a collar same size as shirt or a size larger? Yours truly, C. FORBES, Lanark."

[It is wholly a matter of choice, though most people wear a half-size larger in collars than in shirts. If there is no objection to have the collar tight around the neck the same size as the shirt may be worn. But the different standards of size in different makes of collars render all rules of this kind useless. The English makes in collars fit the corresponding sizes in shirts very well. The Canadian collars also may easily be worn with the same size in shirts. But the Austrian and American collars are in nearly all cases too small, and a half size larger than the shirt will be found to be about the right thing.—EDITOR.]

**Everyone Wants It.**

A great difficulty in the men's furnishing trade has been the rapid increase in the sale of the popular high-band turn-down collar with the close front, and the almost impossibility of wearing an ordinary tie with it.

Every men's furnisher has had this difficulty, and is now turning with relief to the new steel clasp bow that has just been brought out by Messrs. E. & S. Currie, and cuts of which are shown on another page. The advantages claimed are that it can be quickly adjusted on any close-front high-band collar, whether the collar has or has not outside front button holes; that, when on, it retains its position better, and is less liable to fall off than any other attachment ever before

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# "The Standard of Excellence."

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The highest standard of excellence must be preserved is the written law that permeates the atmosphere of our factory. While trade competition has depreciated the quality and workmanship of many classes of goods in order to meet lowering prices, we have at all times pursued the opposite course. Merchants realize that our manufactures are asked for by the public more and more each year, because the "standard of excellence" has never been lowered. While we manufacture the finest goods sold in Canada, we do not confine our efforts to what is known as "high-priced goods" alone, but give STRICT ATTENTION TO ALL GRADES. Merchants in Canada require an assortment to meet all demands; our aim has always been to supply their requirements. Thirty years' experience and yet always willing to learn has made our name and manufactures favorably known from the Atlantic to the Pacific. Tooke's Shirts ARE the best.



*Tooke Bros., Limited*

MONTREAL.

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**MEN'S FURNISHINGS—Continued.**

put on the market, and that it holds the collar in place, not allowing it to spread in front.

This steel clasp is being patented throughout the world, and Messrs. E. & S. Currie are now manufacturing it in Toronto for the Canadian trade, and in Newark, N.J., for the United States, from which latter country they have already received some tempting offers for their patent rights.

**Some Changes in Staff.** During the past few months Tooke Bros., Limited, Montreal, have made a number of important changes in connection with their business. Owing to the ever-increasing demand for their goods, and for the benefit of their customers in Toronto and Western Ontario, they now carry a well-assorted stock of white shirts, collars and cuffs, at the Toronto branch, 47 Bay street. Customers may now have their orders for the above lines executed promptly from this point. Besides the convenience of having orders filled from Toronto, a saving in express or freight charges is effected. The Toronto branch is under the management of Mr. W. H. Sheppard, who has been the representative of the company on the main line of the G.T.R. from Toronto to Windsor for many years.

The interests of the company are well looked after in the Dominion from ocean to ocean by a staff of clever and popular salesmen. Several additions have been made recently to the travelling staff. Mr. A. E. Montgomery now looks after the territory from Toronto to North Bay, and is well and favorably known on this ground; he is at all times a hard worker, willing and anxious to please his customers, at the same time looking after the interests of his company.

Messrs. W. J. Tow and G. Deyell travel from Toronto to Windsor; Mr. Tow with shirts, collars, cuffs, and ladies' shirt waists, and Mr. Deyell with their full line of men's furnishings. Between them the company, no doubt, will get their share of the trade in this section. Mr. Laird has been engaged to represent the company with their full lines in Toronto. All travellers are now out for Fall with one of the best ranges of men's furnishings ever submitted to the trade. The good values, both in Canadian and imported underwear, are very perceptible. Specialities, such as "Wolsey" unshrinkable underwear; Way's patent knit muffler; English handsewn suspenders; the new umbrella with the rapid self-acting runner, and many other novelties are to be found in the range.

**New Goods in the Market.**

The trade in sweaters calls for tasty goods. The Brock Co., Toronto, are showing a line for men and boys, plain and fancy, imported and domestic, to retail from 50c. to \$3 each. Samples of these may be had by inquiring dealers. In the same department bathing trunks and suits to retail from 10c. to \$1 per garment afford chances for a good trade, provided local by-laws against bathing nude are enforced. In men's fancy socks a nice line, the "Elegant," in self-colors, polka dots and stripes will retail at 25c. and 50c. a pair. A large purchase of New York neckwear includes choice goods in flowing-ends, pure silk (not mercerized) retailing at 25c., polka dot King Edward derbies, etc. A novelty is the Duke of York bows with the new patent steel clips. In sporting goods, that is sweaters, belts, braces, bicycle hose, etc., there is a full range.

John Macdonald & Co. are showing some clearing lines in men's underwear, cotton, balbriggan and natural wool, at less

than mill prices. A special line of hemstitched linen handkerchiefs will retail at 15c.

The Dominion Suspender Co., Niagara Falls, are making a white pique Summer suspender, 1½ elastic back, white calf roll leather ends and Gove button cast-off to retail at 25c. It is the most extraordinary value and a novelty. It is claimed to beat any elastic cord pulley end in wearing or selling qualities.

Tooke Bros., Limited's shirt department is, as usual, well in the lead. They do not cater to the trade with any particular class of goods, but are prepared to sell a merchant everything he requires. Their shirts to retail at popular prices are unequalled in value. New designs are constantly being brought forward. We have been shown ten or twelve most attractive effects that are being offered for May delivery. The value in cloth is worth comparison by buyers. Their output is so large that their orders are sought for by many mills, and good values are obtained.

All the new styles in collars and cuffs are to be found in this department. Tooke's collars that retail at the popular prices are known from ocean to ocean; the great difficulty is to fill orders as fast as received. They claim their values are at least 10 per cent. better than those on any other collar on the market.

The Dominion Suspender Co., Niagara Falls, are producing a gentlemen's high-class brace. The web is of the finest mohair lace weave, 1½ in. wide, silk elastic back and finest kid end with cast-off. It carries their guarantee, and can be retailed at 50c. This firm are making shipments of this brace to England for the fine trade there.

The Niagara Neckwear Co., Limited, Niagara Falls, are showing a beautiful collection of foulards in both navy and fancy silks, and some special designs in Louisines for the Summer trade, fashioned in American styles of cravats.

Stewart, Allan & LeMaistre have established their own laundry at 22 Latour street this month, and will now be better prepared to turn out goods as they and their customers desire. Gradually their system is being rounded off.

The Brock Co., Montreal, have a complete range of men's and children's underwear, all sizes and prices in stock.

Balbriggans will shortly be to the front again, and the attention of furnishers looking for some quick-selling goods is drawn to the 35 and 50c. retail shirts shown in Wyld-Darling Co.'s. They are in natural color with the French neck and are well made. The 50c. line has either short or long sleeves. It is splendid value, but the 35c. line is probably the best garment ever sold at this price. Fancy balbriggans are going better than they ever have. The patterns are all narrow stripes. For the better trade they are good sellers. They retail for 75c. An immense job line of regatta shirts with collars and cuffs attached is shown to retail for 50c. These were originally sold for 75c. and \$1. Another special is a silk striped cashmere shirt, with flannel and flannelette reversible collar, to retail for 50c. There is an increased demand for men's sweaters in stripes and heather, in worsted and fine wool. A special in white English cashmere sweaters may be had at a close price. To wear with their negligee shirts, which are shown in stylish patterns and the newest colors, they offer a patent leather belt which can be retailed at 25, 35 and 50c. Bathing suits to retail at 25c. up, and trunks to retail at 5c. up, are the lines on which there will shortly be a call. A valuable specialty is their black and white striped duck working suit with reinforced back and front. It is in

# WARNING

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CERTAIN Importers and Manufacturers have adopted the questionable policy of copying our goods and representing them as our manufacture. They are imitating our colored box, our three colored label, and the names and shapes of our Collars and Cuffs. We warn the trade that none are genuine unless stamped with our trade mark, "T. B." or "TOOKE." Correspondence is now going on with several merchants on this subject, and we will be pleased to answer any further letters asking for information.

TOOKE BROS., Limited  
MONTREAL.



**MEN'S FURNISHINGS—Continued.**

sizes 14 to 18. They are doing well with the "King Edward" bow. It is a made-up bow and includes many of the best selling colors. This bow, as the season opens up, will be shown in many patterns and colors. There is also a strong demand for fancy cotton hosiery for men, in spots and stripes. The natural wool foot hosiery appears to be a favorite, repeat orders having been received for it.

Stewart, Allan & LeMaistre inform us that orders have been coming in very freely and their plant has been taxed to its utmost to fill those which have been coming to them through the mails for the past few weeks. It is only recently that Mr. Stewart and Mr. LeMaistre have been able to leave the factory, Ontario and the Lower Provinces being the grounds which they are covering, respectively. They have found the demand for ox-blood very strong and certainly the effect of this color is very striking. It has been the leading shade on the New York market this Spring, not even excepting blue. The present indications are that it will continue in favor during the Summer and not unlikely in the Fall. The "Salem" range of samples contains the newest effects in ox bloods and can be supplied on short notice. Amongst the new fabrics which have come into favor in the American market for soft-front shirts since our last issue are the printed dimity and fancy weave lawns. They are, no doubt, ideal cloths for this style of shirt and are certain to have a large sale. Made with cuff attached and white laundered neckband the effect is all that can be desired. The cuff attached soft-front shirt is taking the place of the same style with separate cuffs, as it, no doubt, has many advantages over the latter. For wheeling, boating, golf, or any other sport, it is always correct and for business it is not necessary to adjust a separate cuff, which always is anything but an acquisition on a hot day. Besides, the well-dressed man is realizing more every day that the cuff-attached shirt is the correct style to wear.

Plaited fronts will be the biggest sellers in the way of novelties during the Summer, and, no doubt, the demand will tax the factories that are making them, as they are a most difficult style to produce correctly, and unless they are right they will become anything but desirable goods to have. The combination of effects that can be made from different stripes is striking, and they should certainly prove ready sellers. During the present season the manufacturing of colored shirts has been brought up to such a standard that, unless they are now made with every stripe perfectly matched in the bosom of the stiff front shirt or in the plait of the soft-front shirt, they are not deemed perfect enough for the merchant who is putting forth his efforts to secure the better trade. The old way of letting the stripes fall "any old way" on the bosom is now a thing of the past, and the prominent stripe in the pattern must be in the centre of the bosom or it is not considered high-class. It requires experience and work to produce them in this way, and this is certainly where a firm which has had the practical experience has the advantage over the one which has not the facilities and experience in producing them. They do not cost any more than the ordinary shirt, and ought to be great trade-makers.

Stewart, Allan & LeMaistre are out with another trump card this month. The trade know that they have determined to be par excellence the Canadian supply house of novelties in shirts and blouses. Ways and means are now being devised to carry on this trade so that it will be satisfactory both to the

manufacturer and the retailer. They claim now to have hit upon a happy idea—the trump card.

It must be recognized that this novelty business must be run on a plan different from that of the ordinary staple business. A stock of novelties must necessarily be heavy in variety, light in each line, and as new as the market affords. Orders must be light and frequent. This must necessarily lead to a business in which travellers cut but few figures, for it would not pay to have them visit their customers every two or three weeks to secure light orders. So the post office must be utilized, and Stewart, Allan & LeMaistre have devised a practical way of doing so that ought to prove eminently satisfactory. They will be receiving, every few days, the latest cloths produced for purposes such as theirs in England or New York. Samples of these will be attached, on arrival, to sample-cards, which they have designed, giving the style in which they are to be made up, the price and the date at which they can be shipped. In the same envelope that carries this card to the retailer will be found order-blanks, which can be filled subject to the condition: "Any shirts ordered by mail from cards and do not open up as expected will be accepted back, if returned within one week."

Observations on the scheme cannot but be commendatory. It affords a practical way of carrying on this novelty business, and, although it presupposes a certain amount of confidence on the part of the retailer in the manufacturer, yet, when the trade come to know of the fund of ideas possessed by Messrs. Stewart and LeMaistre, and the faculty for turning out stylish goods possessed by Mr. Allan, they ought not to hesitate to order "Salem" brand goods by a sample-card. We would advise every dealer to have his name put on Stewart, Allan & LeMaistre's mailing list, for their sample-cards will be an excellent fashion periodical.

Tributes by  
Dealers.

We have seen letters addressed to Tooke Bros., Limited, congratulating them on the satisfaction their goods have given this season. Here are some extracts:

Goldboro', N.S.

"We have just received your goods and opened them up. We consider the values excellent, especially in collars and shirts. We cannot promise you much of an order for Fall as we do a general business and the stock we now have will last us pretty well through the season. Anything we may need in your line we shall send for by letter. We would like to meet your Mr. Senez next Fall to purchase for the following Spring."

Ottawa, Ont.

"Allow us to congratulate you on the excellence of your colored shirts for this Spring's trade. They are, in our opinion, superior to any line we have seen and are giving every satisfaction to our customers. They fit perfectly and the colors are absolutely fast. We can truly say that the cheaper grades, as well as the more expensive lines, are all that can be desired. Keep this up and you will have the majority of our orders as we were never better satisfied than we are this season."

West Shefford, P.Q.

"I write to inquire if you will take an individual order for half a dozen shirt waists. Your style, fit and make of a shirt waist, especially the stitching, are so far superior to any other make that I am desirous of obtaining my Summer supply from you, providing that you will take the order to my own measurement."

*Dominion Suspender Co*  
*Niagara Falls*  
*Makers of Trade D Mark Suspenders*  
*Guaranteed*

*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

THE CANADIAN  
 PRESS CLIPPING  
 BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance, but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,

MONTREAL.

10 Front St. East,

TORONTO.

The Review's Directory of Agents.

*British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.*

R. FLAWS & SON, Manchester Bldg., Toronto.  
 Melinda St.  
 Dry Goods Commission Agents.

Representing: { WM. SIMPSON, SONS & Co., Philadelphia, Pa.,  
 Prints, Linings and Draperies,  
 CARTWRIGHT & WARNERS, Limited, Loughborough, England,  
 Hosiery and Underwear,  
 D. SANDEMAN & Co., Leicester, England,  
 Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 309  
 McKinnon Bldg., 19 Market  
 St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Ties,  
 Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers is prompt and reliable information to date. Every modern facility for the collection of claims.

Tel. Main 1985.



# THE CANADIAN DRESS CHART.

MAY, 1901.

| Occasion.           | DAY WEDDING,<br>GOVERNMENT<br>HOUSE CALLS,<br>RECEPTIONS.                                          | AFTERNOON<br>TEAS, CALLS,<br>SHOWS, ETC.                                | WHEELING,<br>GOLF,<br>OUTING.                          | EVENING WED-<br>DINGS, BALLS,<br>RECEPTIONS, FOR-<br>MAL DINNERS<br>AND THEATRE. | INFORMAL DIN-<br>NER, CLUB, STAG,<br>THEATRE PARTY. | BUSINESS<br>AND MORNING<br>DRESS.         |
|---------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------|
| Coat.               | Frock, black.                                                                                      | Frock or cutaway.                                                       | Sacque or Norfolk<br>jacket.                           | Evening coat.                                                                    | Monte Carlo.                                        | Dark worsteds.                            |
| Waistcoat.          | Black or fancy<br>cloth in Winter,<br>white or fancy<br>linen in Summer                            | Black or fancy<br>cloth in Winter,<br>white or fancy<br>linen in Summer | Fancy Shades.                                          | White or black.                                                                  | Black.                                              | Same material as<br>coat.                 |
| Trousers.           | Striped, dark<br>tones, or same<br>material as frock<br>coat.                                      | Striped, dark<br>tones.                                                 | Knickerbockers.                                        | Same material as<br>coat.                                                        | Same material as<br>coat.                           | Same material as<br>coat.                 |
| Hat.                | Silk.                                                                                              | Silk.                                                                   | Soft felt or cap.                                      | Opera, crush.                                                                    | Soft felt.                                          | Christy.                                  |
| Shirt and<br>Cuffs. | White or colored,<br>with white cuffs.                                                             | White or colored,<br>with white cuffs.                                  | Flannel, with<br>white collar and<br>attachable cuffs. | White, plain, or<br>with fancy front.                                            | White.                                              | Colored or white.                         |
| Collar.             | High straight or<br>high turned-<br>down.                                                          | High straight or<br>high turned-<br>down.                               | High or turned-<br>down or hunting<br>stock.           | High standing or<br>high turned<br>down.                                         | High standing or<br>high turned-<br>down.           | High standing or<br>high turned-<br>down. |
| Cravat.             | White silk ascot<br>or dark blue or<br>black foulard.<br>Lavender may<br>be worn at wed-<br>dings. | Fancy shades,<br>ascot, bow, or<br>four-in-hand.                        | Ascot or hunting<br>stock.                             | White, not made<br>up.                                                           | Black, not made<br>up.                              | Fancy, of fashion-<br>able shades.        |
| Gloves.             | White or grey<br>suede at wed-<br>dings, tan on<br>other occasions.                                | Tan, or grey<br>suede.                                                  | Tan.                                                   | White or pale<br>lavender.                                                       | White or pale<br>lavender, or<br>grey suede.        | Tan.                                      |

This Chart is corrected to date by a Canadian authority on men's fashions.

## THE LIFE OF PRINTED SILKS.

The best retail and jobbing authorities in the market are inclined to accord foulard silks a longer life than has been allotted to this line of goods in the past. This fact is largely due to the greater elaboration employed in the production of the line. Satin finished printed goods and the adaptability with which this line lends itself to present styles is likely to popularize the printed idea for evening during the coming Fall season. A few new samples, intended for evening purposes, are already appearing. These have been eagerly taken by the best buyers in the country.

To a certain extent all kinds of printed silks have evolved within the past two years. Some of the most expensive trimming produced in the lace centres of Europe are used on satin finished foulard silks.—Dry Goods Reporter.

The death of William Stewart, Guelph, removes a well-known merchant. He came to Canada from Scotland 50 years ago, and went into the dry goods business at Guelph as Stewart & Thompson. Subsequently the firm dissolved, Mr. Thompson taking the clothing end. Mr. Stewart was appointed to the Customs service in 1896.

## CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (1f)

A LARGE manufacturer of Skirt Bindings, Braids, Sewing Silks, Embroidery Silks, Specialties in Silk, Silkette, and all popular materials, etc., in England, is desirous of securing a good, live man to act as Canadian Agent. A man carrying other samples and dealing directly with the retail trade and clothing manufacturers preferred. He must be able to furnish unexceptionable references as to character, ability and general fitness to look after a large trade. Address, Box 34, care of The Advertising Department, THE DRY GOODS REVIEW, Toronto. (1f)

RESPONSIBLE position wanted by an experienced dry goods man with good organizing ability and experience in advertising, the West preferred. references A1. Box 50, DRY GOODS REVIEW. (5)

AN old-established firm of linen and cotton manufacturers having a large home trade connection in England, wants an experienced traveller conversant with the principal Canadian drapers. State age, terms, and all particulars. Apply, Box 535 General Post Office, Manchester, England. (5)

## FOR SALE.

GENERAL mercantile business in a rising and substantial town in British Columbia, situated in one of the most prosperous localities in the interior of the Province. Business is well established and shows good profits on a large annual turnover, principally spot cash. Could reduce stock to suit purchaser, who must be prepared to pay large proportion in cash, terms for balance can be arranged. No real estate or anything else wanted in exchange. Good reasons for wanting to sell. Address, Box 33, care The MacLean Publishing Co., Limited, Toronto, Ont. (5)

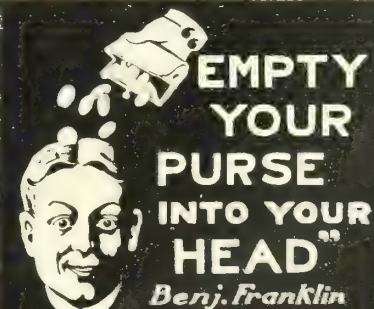
## HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " " .....             | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " " .....             | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |

Mr. W. F. Fortune, grocer, Fort William, Ont., has gone into the clothing and men's furnishing business, and has placed a well-assorted stock in the store next to his grocery establishment. New shelving, counters, etc., have made the store a handsome one. The stock will not be large, but it is intended to keep it as up-to-date as possible. Mr. Alex. McLean has the management of it.

The J. Mickleborough Co., St. Thomas, Ont., with a capital of \$99,900, applies for incorporation to carry on a dry goods and general business. Those interested in the company are: Messrs. Joseph Mickleborough, George Mickleborough, George S. Wright and Thos. G. McIntyre, and Kathleen M. Mickleborough, all of St. Thomas. The first three are to be the directors.

Ferguson & Thornton have opened a new dry goods store in Chatham, N.B., and the crowd that attended the opening, even on a rainy day, speaks well for the future of the business. One of the special features of the store is an arrangement by which a lady can get any costume she desires without fear of its being duplicated. Only one order is taken from one sample, or only one dress pattern of certain kinds will be imported to order or sold



The philosopher's meaning is obvious. In the search for knowledge no expense should be spared.

Fortunately a thorough mastery of ad-writing—one of the most lucrative employments of the day—may now be acquired without straining of the purse-strings. The Economist Educational Association makes this possible. Its course of instruction is complete, practical, interesting and valuable, yet inexpensive. And the tuition is rendered as successfully by mail as though you attended the classes in person.

A recent addition to the corps of instructors is Mr. Elmer Helms, for four years in the Advertising Department of John Wanamaker. Prospectus and rates—in fact, full particulars—await you. Want them?

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WILLARD H. BOND, Mgr.  
Schools in New York  
and Boston.

Teaches Advertising in All Its  
Branches

and Window Trimming,  
Card-Writing, Retailing  
Methods and Custom-Shirt  
Drafting and Cutting.



## For the wholesaler

Or the Manufacturer who has anything to say to buyers, or ought-to-be buyers, anywhere in Canada, there is a splendid opportunity about to be offered.

It is nothing new or experimental, but is proved and well recommended. Those who have tried it always speak well of it—

## The Autumn Number of The Dry Goods Review.

Orders for space  
now being booked.

All inquiries receive ready attention.

**MacLEAN PUB. CO., Limited**

MONTREAL and TORONTO.

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# The Penman Manufacturing Co., Limited

MILLS AT

*Thorold,  
Coaticook and  
Port Dover.*

HEAD OFFICES:

... PARIS, ONT.

Manufacturers  
of

**KNITTED  
GOODS** of all  
descriptions

INCLUDING

Ladies' and Gentlemen's Underwear  
in Cotton and Wool, Hosiery, etc.



SELLING AGENTS:

**D. Morrice, Sons & Co., Montreal and Toronto.**



## This Month

We will show a fully-assorted stock for Summer trade, manufacturers' clearing lines, novelty specialties, odds and ends that have to be cleared before our semi-annual stock-taking, June 1st. Every merchant should visit our different departments and see the money-making possibilities, for them, therein displayed.

Wednesday,  
8th,

Wednesday,  
15th,

Wednesday,  
22nd,

May, 1901,

are three days that we will give special attention to clearing lines, and new goods arriving previous to these dates. It matters not how expert and careful buyers are, there is at the finish of every season some lines to job. Those who are up-to-date, as we are, do not carry old goods in their warehouses, but at the end of every season

## Clear Them Out.

---

**JOHN MACDONALD & CO.**

Wellington and Front Sts. East,

 **TORONTO**

# THE DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO JUNE, 1901.

No. 6

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

**TIDSWELLS**

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

## Mantles,

COSTUMES,  
SKIRTS, ETC.

**Canadian Buyers** will always find the very latest  
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your needs.

**CORBY, PALMER & STEWART**

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

QUALITY HAS MADE

## PRIESTLEY'S DRESS GOODS

The most popular to-day with Ladies.

PRIESTLEY'S

SERGES  
EUDORAS  
COVERTS  
CREPE DE CHINE  
MIGNONNETTES

} Are now staple goods, the best materials  
for summer skirts---are par excellence the  
most fashionable.

Assort Your Stock Now.

S. GREENSHIELDS, SON & CO.,

Sole Selling Agents.

MONTREAL.



# Lister & Co., Limited

Manningham Mills, BRADFORD.

Are preparing for a large demand for their Silk Sealettes in  
32-inch and 48-inch **"Lisreine"** or **Rainproof Seals**

—ALSO—

48-inch Plushes for Cap and Gauntlet manufacturing.

To be had of all Leading Dry Goods Houses in Canada.

## WYLD-DARLING

COMPANY, LIMITED.

## ~~~~~LINENS~~~~~

We carry at all seasons a most extensive range, in assortment and price, of

Table Linens  
Napkins  
Crashes  
Dowls  
Glass Cloths  
Hucks

Bath Towels  
Huck Towels  
Buggy Dusters  
Tapestry Covers  
Fancy Linens  
Table Covers

Canvasses  
Hollands  
Roughs  
Pillow Shams  
Quilts  
Embroidery Linen



See the novelties in Fancy Linens and Christmas Handkerchiefs  
now in the hands of our travellers.



Quotations on above goods are 20 per cent. below to-day's actual values.

**WYLD-DARLING COMPANY, LIMITED.**

# S. GREENSHIELDS, SON & CO.

Montreal and Vancouver, B.C.



Our travellers have now with them samples for Fall trade, with leaders in the following departments :

*Cottons, Flannelettes,  
Linings, Dress Goods,  
Notions, Carpets,  
Smallwares,  
Men's Furnishings,  
Woollens.*

New Summer goods are now arriving and we can fill all orders promptly.



# RYLANDS & SONS

MANCHESTER, ENG.

Cotton  
Spinners

+ + + +

Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

+ + +

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

Capital, \$14,500,000. Employees, 12,000

## LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

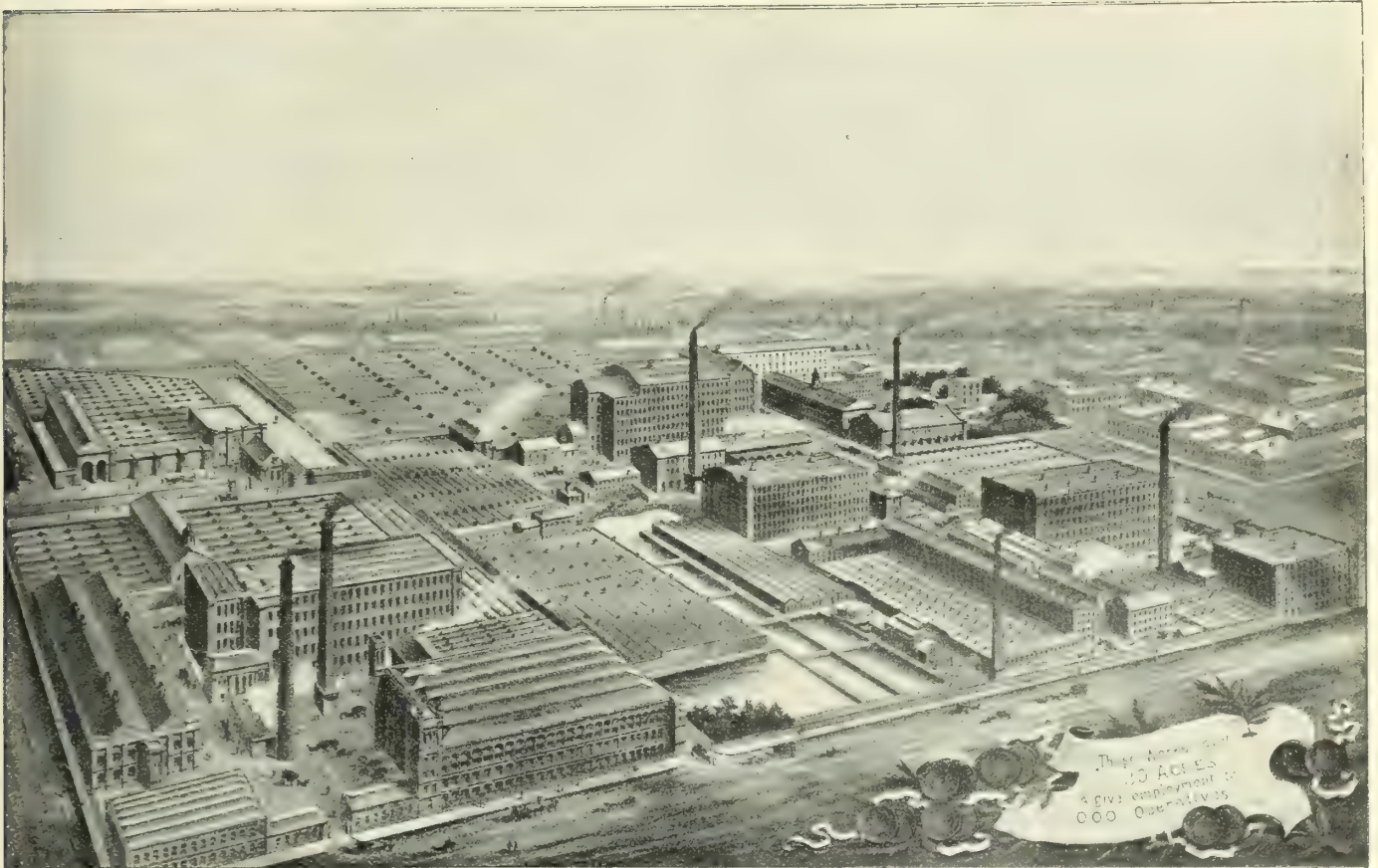
Boys' Blouses and Sailor Suits

Umbrellas, Gloves

# Horrockses, Crewdson & Co.

LIMITED

COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

## Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

## HIGHEST AWARDS AT ALL EXHIBITIONS.

|                           |            |                        |      |
|---------------------------|------------|------------------------|------|
| PRIZE MEDALS, LONDON      | 1851, 1861 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

GRAND PRIX, PARIS, 1900.



# Novelties!      Novelties!      Novelties! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

## Hitchcock, Williams & Co.

SIR G. WILLIAMS

F. G. WILLIAMS

H. WILLIAMS

A. T. WILLIAMS

### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

The \_\_\_\_\_  
World=Renowned

# “OXFORD”

CAMBRIC AND LONG CLOTH  
UNDERCLOTHING.

(Write for Samples and Price List.)



Oxford Underclothing.



TRADE MARK



Oxford Underclothing.

MANUFACTURERS

# W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

# "THE ROYAL VISIT."

To meet the growing demand for finer goods in **TRIMMINGS, BOLERO, COLLARS**, and other rich lace effects, we have just placed in stock a large assortment of the latest British and Continental Novelties.

**DRESS GOODS MUST GO** and our travelers have in their hands lists of reduced prices which will convince the trade that this is our determination.

**AUTUMN AND WINTER SAMPLES** we are now showing in **JACKETS, CAPES, BLOUSES, WRAPPERS, DRESS GOODS**, and many other lines for the Fall and Winter trade.

"LETTER ORDERS CAREFULLY EXECUTED."

## The Lace Warehouse of Canada.

### Kyle, Cheesbrough & Co.,

16 St. Helen Street

MONTREAL, Que.

## LOOK OVER YOUR STOCKS

### AND LEARN HOW WE CAN MAKE MONEY FOR YOU.

The result of selling for the past few months has, no doubt, demonstrated that there are certain lines of dress goods and other fabrics where you have not struck the popular whim. No use running your head against Fashion's decrees. Better conform with her whims; and the way to do this is to send to these works those goods that are wrong in color, and have them dyed to one or other of the fashionable shades of the season.

We are constantly dyeing Dress Goods, Ribbons, Braids, Hosiery, Feathers, Plumes, and much else for leading dry goods men all over the Dominion. They have learned through experience to appreciate the fact that we make money for them. You might just as well be in the same boat and swell your profits.

—Glad to answer any questions that you like to  
—put to us regarding our methods, terms, etc.

## R. PARKER & CO.,

HEAD OFFICE AND WORKS: 787-791 Yonge St.  
MONTREAL BRANCH: 1958 Notre Dame St.

Dyers and Finishers, TORONTO



## Wreyford & Co. Romain Building, TORONTO.

Wholesale Men's Furnishings.

SOLE SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,  
FLEECE SLIPPERS, and Other Specialties.

*The "Gradient" Cycle and Golf Hose.*

*The New Strap Legging—Stohwasser's License.*

Dominion Agents for English Manufacturers:

## Young & Rochester

IN WHITE SHIRTS

their "Kudos" and "Biz" are lines that every Furnisher should stock, they retain customers.

NEW COLLARS

"His Majesty" and "Duke of York."

Place Orders Early.

## Tress & Co.

HIGH-CLASS

HATS and CAPS

Among English Hats the "TRESS" brand has an enviable reputation.

For popular prices, with style, you must have their "WYVERN," at 40s. unlined, 45s. lined.

Call at above address, or arrange for our travellers to call.

Fall Samples now ready.

## Pewny's Gloves

never make old stock.

The Latest Styles  
Correct Colorings  
and Perfect Fit

ensure them a ready sale.

DON'T FORGET THAT  
EVERY PAIR IS GUARANTEED.

## S. Greenshields, Son & Co.

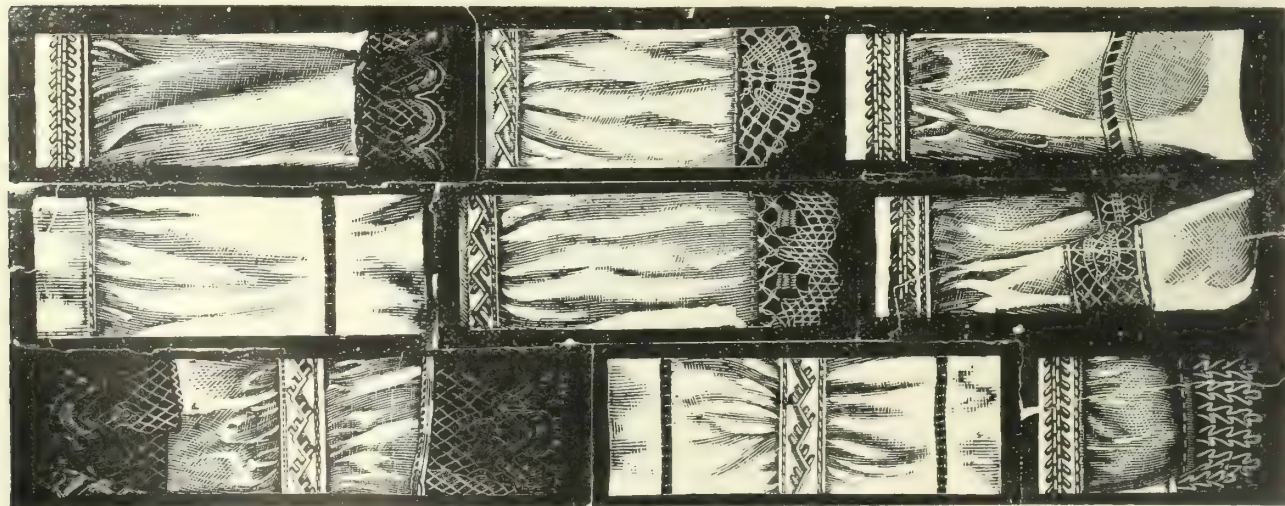
MONTREAL, and VANCOUVER, B.C.

Sole Selling Agents for Canada.

# "PLANTAGENET" FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. THE "PLANTAGENET" GOODS are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.





TO BE HAD FROM THE LEADING WHOLESALE HOUSES



# The W.R. Brock Company, (Limited)

... Toronto

FOR

JUNE

TRADE

Mercerized Foulards.

Mercerized Sateens.

Mercerized Pongees.

White Piques.

Printed Dimities.

Printed Muslins.

Printed Organdies.

Swiss Spot Muslins.

White Check Muslins.

White Stripe Muslins.

All-Over Laces.

Embroideries.

Veilings. Ribbons.

Parasols and Sunshades.

Stock well assorted in all of the above lines.

Samples sent on application.

# THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, JUNE, 1901.

No. 6.

## OUR NEW YORK DRY GOODS LETTER.

*A Quiet Between-Seasons Period—Fabrics for Summer Use Run to White—No Special Features  
in Silks—Women's Garment Trade—Men's Waists Out of It—The Gainsborough  
Hat in Evidence—Macy's Moving up to 34th Street near the Waldorf.*

New York, May 21, 1901.

THE month of May in the metropolitan dry goods field is more active in the retail field, than in the wholesale, and even in the former there has not been much to brag about.

The between season period is here, and it appears that there must be a lull between the two great seasons, even if purchases have been scattered all through the Spring season. There is still considerable activity in many lines, but it is rather of the filling-in order than of regular business in regular quantities.

What is left of the Spring season promises to be a series of spurts of activity, as weather conditions are favorable or otherwise, and no particular effort is being made to bring out anything radically new. Whatever innovations have been brought forward are neither startling nor important, and the "good things" are being held back for Fall. So far as present purchases indicate any special tendencies, there may be said to be no particular trend to the demand.

### RE-ORDERS ONLY FAIR.

Re-orders are in fair volume enough in some lines, such as Summer waists and shirt waist suits, to tax the capacity of manufacturers in those lines, but the general conditions are adverse to large transactions, even on the distinctively Summer goods, and such buyers as are now in the market are hunting more for bargains "at a price" than for new styles or new goods.

The season as a whole has been more satisfactory than was anticipated, and the market is fairly clear of made-up garments or jobs of any size large enough to disturb the average of prices. Commission houses and the large jobbers are closing out lines of Summer piece goods and wash fabrics, but the desirable patterns have all passed into circulation long ago, and what is left is not being sacrificed. This is in itself one of the best evidences that the season has been a successful one, and that in those fields at least overproduction has not been indulged in.

### WHITE FABRICS IN THE LEAD.

Naturally there are and have been preferences for certain materials, but the demand has covered mostly all at some time or another, to be sure in greater or less proportions, but the

accumulations have not been serious. Piques have not enjoyed a proportionate share of attention, even at the comparatively low prices at which they are offered. Exclusive of these the whole range of white goods has figured heavily in the sales and still lead in the present demand—lawns, dimities, batistes, mulls and Swisses, in the sheer textures.

There is some inclination to push colored goods, especially those with woven colors, and the demand has responded to a limited extent. The bulk of the business continues to run in the white goods, however, and is getting late in the season to permit of any radical changes. Linen effects are gathering strength as the Summer approaches, and appear also in many effective combinations with white. Printed cambrics, batistes and dimities, in black and white effects, are also in fair demand.

### THE SILK MARKET.

In the silk field there is neither activity nor stagnation. Spring sales have footed up to enormous totals, and the demand is not through yet. This has been veritably a silk season, and even the conservative element looks forward to a sustained demand in the Fall. Taffetas hold their prominent position, and there is a scarcity of blacks in the width most generally used by the cutting-up trade, viz.: 36-inch. The tendency is to favor the softer finished fabric. There are plentiful offerings of foulards. The choicest patterns are out of the market, but prices are being shaded to some extent. Plain Japanese silks are more or less at a discount, but "wash" silks, as they are termed, in striped patterns are in good request. The Fall demand is late in materializing and has not yet developed along any new lines. Early indications point to an extensive use of velvets in the Fall, but buyers are not yet interesting themselves in anything very strongly beyond their immediate needs.

### STYLES IN SHIRT WAIST FABRICS.

In the garment field, the most active line at present is the shirt waist and the shirt waist suit. The demand has run from one fabric to another, and has kept up steadily from the beginning. Silks have about had their run, so far as taffetas are concerned, but the continued cold weather has favored them and they are still in request. The lighter silk and pongee now have the run, and it remains to be seen how long they will remain in the foreground. Albatross and crepe de chine



are still in the field, but prices have yielded somewhat and nothing new is being brought forward in these fabrics. The earlier tendencies to favor white in the wash fabrics are still present, but as there is more or less of a scarcity of colored goods in the market, and a strong demand is manifesting itself for colored waists, in lawns, chambrays and madras, striped effects are in more favor than for some time past. The quantity of these goods that are in the market is small, and the scarcity is more apparent on that account. Linens and combinations with linens are very popular, and are favored for the seaside demand.

#### THE SHIRT-WAIST SUIT.

The shirt-waist suit has made a pronounced hit for the season, and is in stronger demand every day. The number of manufacturers who took them up is comparatively small, and there is, therefore, considerable delay in securing deliveries. Summer dresses in percales are also selling well—they are really two-piece wrappers, and follow out the lines of wrappers in their general outlines. In the higher-priced lines of waists, there has been an effort to introduce short sleeves, but beyond exhibition samples, they have received very little encouragement from waist buyers.

#### NO MEN'S TRADE IN SHIRT WAISTS.

Incidentally it may be remarked that the men's shirt waist so far as it concerns the general merchant has fallen flat, and very little is now heard of it. Should the Summer prove to be exceptionally warm, it is anticipated that there will be an attempt to revive them, but there are more than enough of the manufactured articles on hand in certain quarters than can be absorbed by a moderate demand.

#### DEMAND FOR UNLINED SKIRTS.

The demand for women's separate skirts has switched off in a new direction and there have been liberal orders for unlined skirts, in Sicilians, mohairs and brilliantines, principally in blacks and whites, though greys are fairly well represented. Unlined taffetas are also in the race. Mercerized foulards, after showing early strength, are somewhat on the decline. There is also a fair demand for wash skirts in ducks, crashes and linens with multitudes of flounces and elaborately trimmed with braids and straps. Polka dot effects, especially in ducks, are sought after.

In the cloak field there is no news. Preparations are going on apace for Fall, and there is the usual discussion about jacket lengths, but beyond a few stray orders for Eton jackets, the line is neglected. Many of the cloak houses are making Summer suits in Sicilians and mohairs, but the demand is erratic.

#### FASHIONS IN HATS.

In the millinery field, the Gainsborough is holding on well, and is dividing the honors with fancy trimmed hats and Summer hats. The shirt-waist hat in rough straw, trimmed with a scarf and various ornaments, with or without a quill, is in favor for the popular trade, and is being offered at retail at from \$1.50 to \$5. Sailor hats are also coming in for their share of attention. They are very elaborately trimmed and have puffs of light materials, chiffons, etc., all over the brim and crown, set off by a buckle, and frequently in combination with a single plume.

#### WOMEN'S NECKWEAR.

In the women's neckwear field there are not many new developments. In the popular end of the line, ties of linen and chambray, and light silks with polka dots of varying diameters on the same piece are popular. Stock collars fastened in the front with gilt or silvered buckles, about one and a quarter inches long, are being ordered freely.

In the petticoat line, the demand on the popular-priced end is still in the direction of black and white stripes, though strong competition has driven the wholesale price down to \$7.50 per dozen. Muslin, cambric and nainsook are the leaders at present. The demand for petticoats in the so-called wash fabrics, linens, etc., has not been up to expectations.

#### GOING FARTHER UP TOWN.

The announcement of the future removal of the great retail establishment of R. H. Macy & Co. from 14th Street and 6th Avenue to 34th Street and Broadway has made a greater stir than anything that has occurred in some time. The removal is looked upon as the beginning of an exodus in the direction of Herald Square, and "Macy's" is likely to be the nucleus of a new dry goods district. It is the general opinion that the move is a wise one and that the Macy combination is strong enough to draw its clientele to the new location. The new store will be a marvel of dry goods architecture, and will occupy a ten-storey building with an available floor space of 750,000 square feet. Macy's will have a great advantage over the other Sixth Avenue retailers, as their new building will be planned and finished before they move into it, whereas the other buildings have been enlarged and refitted while business was going on, and piecemeal at that.

W. B.

#### BUSINESS NOTES AND CHANGES.

R. B. Knight, milliner, Halifax, has re-opened business.

F. Falla, woollen miller, Port Elmsley, is dead.

The Manhattan Silk Waist Co. has been registered in Montreal.

The American Silk Waist Co., Montreal, has applied for a charter.

C. O. King, dry goods merchant, Sydney, C.B., has sold out to S. Canter.

A. Young & Co., felt manufacturers, Montreal, have registered.

Lazar Millman has registered as L. Millman, wholesale dry goods merchant, Montreal.

A demand of assignment has been filed against J. & G. H. Young, importers of yarns, etc., Montreal.

M. Sacques Ornstein, clothing dealer, St. Stephen, N.B., has closed up business.

John S. Shears, of John S. Shears & Co., commission dry goods merchants, Montreal, is dead.

Messrs. De Repentigny & Perrin have registered as dry goods merchants, Montreal.

The assets of J. C. Guimond, hatter, Montreal, have been sold.

Mr. F. W. C. Brock, of Brock & Patterson, wholesale milliners, St. John, N.B., is dead.

Isabella Boyce, fancy dry goods dealer, Toronto, advertises the business for sale.

Mrs. Frs. X. Laplante has registered as F. X. Laplante, hosiery manufacturer, Montreal.

Bridgewater Dry Goods Co., Bridgewater, N.S., has been succeeded by H. M. Patillo & Co.

H. S. Osgood, manufacturer of gloves, Preston, Ont., has been burned out.

A. Aron & Co., fancy dry goods dealers, Montreal, have dissolved.

Bissonnette & Renaud, men's furnishers, Montreal, have registered.

C. Schochter, dealer in dry goods, clothing, etc., Chatham, N.B., has removed to Blackville.

Parsons & Co., dealers in clothing, etc., Chilliwack, B.C., have assigned to A. N. Smith.

Messrs. Hochar & Malouf, importers of dry goods, etc., Montreal, have dissolved.

Frank C. Wheeler, clothing manufacturer, Montreal, has registered.

Thomas Ward & Co., dry goods merchants, Niagara Falls, have sold out to J. J. Kerr.

Felix Gatehouse has registered as P. Harkness & Co., dry goods merchants, Montreal.

Messrs. R. Score & Son, tailors, Toronto, have added a line of men's furnishings.

The Oak Hall, Toronto, has added men's furnishings to its clothing stock.

The stock of T. V. Scully, dry goods merchant, Quebec city, has been sold to I. I. Fortin, at 59 1-2c. on the dollar.

A meeting to appoint a curator for Messrs. Bedard, Bertrand & Gauvin, dry goods merchants, Quebec city, has been called for June 4.

The stock of the estate of George J. Hyndmand & Co., clothiers and men's furnishers, Winnipeg, Man., has been sold at 67 1-2c. on the dollar.

# THREE SPECIALTIES

## No. 46 "Cedo Nulli" Worsted Hose, all sizes.

Our Leader this year, an improvement on our No. 45 of last year, at same prices, cleared welt-ribbed instep, and heavier. See it with our travellers or write us for samples.

## "Cedo Nulli" Suspenders.



Fac Simile of Label on each Brace.

Our travellers are now showing a full line of these goods, controlled by ourselves. Every line **double sewn with linen thread.** Our motto, "Cedo Nulli," a guarantee on every brace.

Write us for sample box. We have them boxed two dozens assorted patterns and prices in fine webs, etc., and one dozen assorted patterns and prices in cushion backs and heavy webs, etc.

## Ladies' "20<sup>th</sup> Century Runner" Parasols and Umbrellas.

The full range of these goods now in stock. Our travellers have samples and we also have assorted boxes of samples of lines to retail from \$1.00 to \$2.00 or higher.

Remember, we absolutely control the **Ladies'** "20th Century" for the present. All prices in Men's also in stock.

Of course you will hold your Fall order for Dress Goods, Costume Cloths, Silks, Satins, Velvets, Trimmings, Imported Flannelettes, etc., etc., until you have seen our full range of samples.

23 St. Helen Street,

— MONTREAL.

## BROPHY, CAINS & CO.



## LOST IN THE STORES.

NEXT TO HANDKERCHIEFS COME  
UMBRELLAS IN POINT OF NUMBERS.

"Oh, where's my pocketbook? My purse! My purse!"

The little woman fluttered around in the front part of the store, and everybody within seeing distance smiled, as people always smile at an excited woman.

"What's the trouble, madam?" inquired the floorwalker.

"Why, I've lost my pocketbook! Some one has stolen it! I know they have. I had it less than two minutes ago!"

The little woman threw a threatening glance at the clerk, and the clerk responded ditto. The instinct to throw the blame of misfortune on someone else is strong, especially in cases of lost pocketbooks. But a short search revealed the missing treasure under the folds of a bolt of silk.

"It is always so," said the man in charge. "Women do that repeatedly. They come in, put their pocketbooks on the counter, become interested looking at the goods and forget their purses. Yes, usually they are found by the clerk or the floorwalker, or by a customer, and then they are sent to the office, where we keep regular account of lost goods."

"Most all the purses that are found are called for soon after they are lost, because the ladies discover their absence as soon as they begin to think of getting on a car. In case they are not called for, we notify the owner if her name is in the purse. If we happen to know the owner, we return the purse to her immediately. Where there is no name and no way of identifying the purse, we advertise—that is, if it contains enough money to warrant our doing so. But nine out of ten lost purses are called for. There is some chance for them to be picked up by sneak thieves and by persons who argue that whatever they find is theirs, but such cases are rare."

In many of the stores lost articles are immediately reported to the office on the floor where they are found. In others they are kept in the main office on the first floor. Not a day passes that someone does not find himself or herself the poorer for an article of some kind lost in the stores. One of the large dry goods houses has a little drawer that holds a stock of small envelopes containing change that has been forgotten—the amount varying from a few cents to the same number of dollars.

"Just think—I walked off without my change," said a woman, as she came out of one of the avenue stores the other day.

"So did I," laughed her friend. "How did you happen to do it?"

"Why, I was thinking about the Dreyfus case and forgot it."

"That wasn't my reason," said her friend. "I bought something of a peddler and waited for him to go round the corner to change a quarter; that's the reason I walked off without my change."

Such cases, of course, are hopeless without the aid of the police, but change that is left in stores can be recovered if the owners will apply for it.

In point of numbers, nothing equals the handkerchiefs that are lost. The "lost and found" corner of every large store is usually festooned with them. If the names are on them they are returned; if not they are kept for a while and then thrown away. The germ theory has scared the populace so thoroughly that handkerchiefs belonging to unknown persons are usually passed by like a smallpox sign. But the number lost in stores alone is very large; it is a good thing to think of when inclined to look askance at the washerwoman for bringing home such a small pile.

Not long ago a quiet-looking woman with a hitch and a brogue went the rounds of the stores declaring that she had

lost her parasol. Each place, she was positive, was the one in which she had left it, until shown the entire array. At one store she was so persistent that the clerk took her behind the counter and showed her the entire stock of found goods.

"Oh, there it is!" said she, grabbing at an old umbrella that was big enough to take the entire family to the circus—"there's my parasol!"

Next to handkerchiefs come umbrellas, parasols and gloves—in point of numbers. Gloves, though, are usually divorced from their mates, as a single glove is more often left than a pair, unfortunately.

"What are you doing?" said the woman's husband, as they rode in a Third avenue car.

"Throwing away my glove," she said. "I've lost the other somewhere, and I don't want this one around to be always reminding me of it. Nothing is so tantalizing as to lose one of a pair of anything."

"That's what I say," whispered a little friend at her side, giving a hitch at her knee. "But, then, I'll not throw my other one away; I'll keep it for a souvenir."

Jewelry is sometimes found, though not often. Rings seem to be lost more easily than anything else in that line, but it is usually owing to carelessness in leaving them upon the washstand. It is such an old, old story, that it seems as if women ought to know better by this time, but they don't; and only a few days ago the collection of a lifetime was left in the washroom of one of the big stores, and has not since been seen by the owner. In such cases there is often a tendency to blame the clerks, if one happens to be near, but the accusation is invariably unjust, for it seldom happens that a clerk is guilty. Such thieving is much more likely to be done by a person that can immediately make her escape into the street. Those whose business it is to watch such things say that the morals of many persons regarding their right to keep things that they find are peculiarly lax. Many refuse to give them up.—Detroit Free Press.

### THE TRIMMER.

The trimmer, 'e's the feller  
Wot runs the bloomin' store;  
With blue an' red an' yellor  
'E makes it look galore.

With a hammer whack,  
A pin an' a tack,  
A pile o' stuffs,  
Or silks or ruffs,  
Or a pail or pan,  
Or soap or bran,  
Or any old stock  
The store 'as got,  
A pictur' 'e'll make  
As'll take the cake!

'E makes a nickel 'kerchief  
Look worth a quarter, sure,  
An' shows a cut glass di'mond  
So people think it's pure.  
'E puts into 'is window all  
The goods 'is boss 'as buyed,  
An' on 'em pins a sign that reads,  
"There's plenty more inside!"  
'E makes the folks all stop an' look  
At somethin' awful funny,  
An' w'en they're tired laughin',  
Come in an' spend their money.  
The men consult 'im 'bout the style  
In necktie, shirt or vest;  
The ladies asks what color  
Suits their complexions best.  
The clerks is proud to know 'im  
W'en down the aisles 'e struts—  
There ain't a person on the place  
A bigger figger cuts.  
An' w'en 'e's short o' money  
The boss'll give 'im more,  
For the trimmer, 'e's the feller  
Wot runs the bloomin' store!

## CATALOGUES.

The dry goods house of Gordon Drysdale, Vancouver, B.C., has issued its Spring and Summer catalogue for 1901, and it will compare favorably with any other published in Canada. There are numerous cuts of the goods scattered throughout the book, and the descriptions are such that those sending mail orders know exactly what they are buying. The covers contain some useful information for those ordering by mail, such as postage rates, how to send money, how to return goods, etc. The catalogue contains advertisements of several other firms besides Drysdale's. Altogether, it is a very good piece of work.

The Northway Co., dealers in dry goods, etc., Tilsonburg, Ont., have issued a handsome catalogue for Spring, 1901. It is tastefully printed and designed, and the paper is of a better class than is usually used on jobs of this kind. It is fully illustrated and the price is given with every article advertised. The catalogue is one to give people confidence in the quality of the Northway Co.'s goods, for it is plainly and honestly written and lacks the exaggerations that are so often put in catalogues of this kind.

## THE TRADE IN BELTS.

Belts of all sorts and descriptions will be worn this season probably more than ever before. Men's belts are, of course, all in leather, tan and grey, but satins, silks, linens and piques are very popular materials also for ladies' wear. Phillips & Winch, Toronto, say that white piques will be one of the best selling lines of belts this season, though they are preparing for a large demand in linen, silk and satin goods also. Black is the color most in demand, but white sells well too. The "Lorraine Loop" was the best selling buckle they have ever handled. The "Marie Antoinette" buckle is expected to be

another very popular one. All these buckles give the long-waisted effect now so fashionable. They are made in gold plate, silver plate and black. A handsome design, which is patented, in a cross-end belt is one that will likely be much favored by the trade. Belts with dip buckles are offered for \$2.25 per dozen. These can be retailed for 25c. The gold belts are not going as well as they did, but metal girdles with the dip effect are very good. Chatelaine bags, especially in the beaded goods, are also popular now.

## THE "DISTINGUE" WATERPROOF.

Messrs. H. L. Smyth & Co., Montreal, have lately been appointed Canadian agents for the "Distingue" waterproof. There has never been a resident agent for the article in this market heretofore, but the trade in it has grown to proportions that demand special attention. This waterproof is an embodiment of the changes that have entered into waterproof styles during the last few years, being stylish, dressy, light and well ventilated. Messrs. Frankenburg, who make the "Distingue" garments, are probably the largest manufacturers of waterproof clothing in England. All the leading wholesalers are showing the "Distingue" in both ladies' and gentlemen's styles.

The firm of McCurdy & Co., Antigonish, N.S., have sold out to Messrs. K. Sweet and A. D. Chisholm, who will enter into a partnership and conduct a general business on the same lines as have prevailed in the store under the old management for the past thirty years. Mr. Chisholm, who is the manager of the new firm, has been with McCurdy & Co. for twenty-five years, and is well known throughout the country as an able and reliable business man. Mr. McCurdy has another store in Sydney, N.S., and he will in future devote his time to this.

## SPECIAL LINES FOR JUNE SORTING.

We can fill your wants for these lines at prices which will satisfy you.

Ask our representatives to show you our samples.

All departments fully equipped.

*All-Over Laces.*

*All-Over Embroideries.*

*Parasols (Ladies' and Children's).*

*Gloves (Taffeta and Pure Silk).*

*Muslins, Spots and Stripes.*

*Ladies' and Children's Underwear.*

*Men's Balbriggan Underwear.*

*Summer Corsets.*

*Erect-Form Corsets.*

*Straight-Front Bust Distenders.*

**Knox, Morgan & Co.,**

**WHOLESALE  
DRY GOODS.**

**H**amilton,  
Ont.



## DRESS GOODS.

**B**USINESS in dress goods has been very quiet during the past month and jobs in Spring and Summer goods have not been unheard of. As yet the weather has not been extremely propitious for Summer dresses and the retailers have not found the demand very heavy. Warm weather, however, is expected to put a better face on the situation.

What sorting trade has been done has been confined principally to black and white cotton goods. Fancy black muslins of the light variety have been in particularly good request, and some late arrivals of these goods have been quickly cleared out. The run continues on all those sheer fabrics we have been speaking of for some months. Soft muslins and lawns of the silky effect continue to be favorites over mulls and other thick fabrics. Spotted and checked white muslins on diaphonous background constitute one of the leading lines. But there is some call for piques, a feature that has been sprung upon an unsuspecting trade. Nor was it an unpleasant feature, for several houses had some held-over stocks which they were glad to clear out. French printed delaines continue to be one of the best Summer cloths to be had.

### SILKS.

But the chief interest now centres about Fall fabrics, samples of which are now in many travellers' hands. One thing is certain and that is that plain goods will predominate more than ever. An attempt was made by one of our leading houses to introduce a fancy chine silk into this market. It is now the rage in Paris but it has not taken hold here and the attempt to sell it has been abandoned. Perhaps the price was too high. Neither has the trade shown any inclination to dabble in printed silks which are strong on the American market. The Spring goods will continue to run, and dealers will confine their purchases to taffetas, tamelines, peau de soies, and Japanese silks. Some houses are showing a nice range of corded Japanese silks that make up into nobby waists. There is a new peau de soie on the market which has a taffeta finish giving it a lustrous and stylish effect. It remains to be seen how it will take. A new black silk, called the "Royal," is being shown; it is a fancy armure and rep mixture.

The demand for silks would seem to be increasing. The height of style now is a black taffeta Eton jacket, white waist, black silk skirt and a colored silk underskirt. It is not every lady that will wear this complete set, but the fact that the style runs in that direction increases the sale of the goods and affords an opportunity to the merchant to push this profitable line.

### VELVETEENS FOR FALL.

Velveteens are regarded as the coming feature for Fall. For some months they have been worn extensively in Paris and New York in 82.50 costumes, and it is now time to introduce them as stylish dress goods at 50c. to \$1.50 a yard. They were worn quite a good deal here during the last two seasons and a heavy trade is expected in them during the coming Fall season. The favorite fabric will be the twill back which gives the velveteen a drapery effect like that of silk velvet, and which also holds the pile well, adding service to a rich appearance. This will be worn in full costumes and will come mostly in wide widths—27 inches. As for colors black will predominate but browns, myrtles and castor greys are being ordered freely. Retailers may depend upon it that velveteens are to be one of the leading fabrics for Fall and order accordingly. They are a good fabric for this climate where there is so much Spring and Fall. Waist manufacturers have imported good quantities in plains and polka dots, and are preparing to make them up into fancy-tucked waists, trimmed with taffeta.

### WOOL CLOTH.

In woollen cloths for out-door wear covert and box cloths are talked of. Both are plain and have a rather smooth surface. Grey mixtures in box cloths are particularly popular. Coating serges will be as good as ever.

In fancier cloths the fine French productions still continue to hold the lead. The recent advance of about 10 per cent. in high-grade Australian and Cape wools used in the manufacture of these goods is proof of the heavy demand upon the looms turning out these high-class goods. Cashmeres will more than hold their own this Fall. No figured stuff will sell, not even the small figures. Venetian cloths and satin cloths, Amazons, beaverettes, soleils, voiles, all these goods so popular in the new shades will rage again. The draping and spirituelle effect is still desired and no fabric has been found to supply the desideratum more fittingly than these goods do. The colors will remain pretty much unchanged. There is a feeling for old rose or crushed strawberry, while others say that greys are coming to the fore. Browns are also in the running. Seemingly the pastel shades will all be desired.

Another fabric that is coming rapidly to the front rank in point of sales is poplins and poplinettes. Some importations have lately been made in greys and fawns, and stocks have been quickly cleared. They are elastic goods and ought to be wanted. There are those who predict a good trade in them during the coming Fall. There is also a feeling for shot lustres, but as yet it is not pronounced.

### FRENCH FLANNELS.

One of the features of the dress goods trade now opening up will be the run on waist materials. French opera flannels, in both plain and fancy effects, will be the leaders in this line. Travellers have taken good orders for early delivery, showing that retailers who have handled them during the past few months have found them a profitable and salable article. The plains are by no means a drug on the market, but they are not selling nearly as well as the fancies, either in fancy printings, stripes of Oriental effects, or spots. Silk embroidered spots on this flannel will also be good property.

### TRADE NOTES.

For Fall the buyer of The Brock Co., Toronto, has returned and among the features for the coming season is the long list of plain goods—meltons, venetians, satin cloths, cashmeres, vigoureux, poplins, plain and cheviot serges, soleils, Tyrolese cloth, etc. The favorite colors in these goods include reds, browns, navy and electric blues, reseda green, old rose, and, of course, black.

Kyle, Cheesbrough & Co. are bringing in a fresh shipment of their celebrated black elastic poplins to meet the demand which bids fair to run in this direction during the Fall. These goods will be favorably remembered by those dealing in dress goods two or three years ago. The old price 65c. for 44-in. wide goods will prevail.

John Macdonald & Co. are closing out the balance of their dress fabrics at great reductions, this being stock-taking time. For midsummer trade they show a good line of black silk grenadines, recent designs; also colored grenadines in black and white, old rose, reseda greens, silver greys and navy blue, black French voiles, plain boxcloths in black, navy and all leading shades to retail at 81 and 81.25.

P. Garneau, Fils & Cie, Quebec, have secured a lot of 28-in. printed cloth which they are clearing at a figure to retail at manufacturers' prices. The goods are put up in assorted cases, one price, one pattern. Sample cards are submitted on application.

Among the best selling materials for dress goods just now, say The Wyld, Darling Co., are black and navy coating serges, and black and navy chevots. Lustres are selling well also in plain or figured goods in black and navy blue. A special shown is a spot and figured design on navy ground. Some of the choice effects in finette laines comprise polka dots, stripes, figures, etc., in all the leading colors, the best selling of which are navy and white, cardinal and white, and sky blue. Cashmere is popular this season. The specials C78 and C79 to retail at 35 and 50c. have had a large sale. The popular color is red in all shades, scarlet, cardinals, garnets, vieu rose and resedas. Taffeta silks are much in demand, the special D104 at the popular price being in great favor. The best selling colors are vieu rose, cerise, cardinals, French grey and helios. This has been a big season for lace curtains and the specials B1 to retail for \$1, B10 for \$1.25, B11 for \$1.50 and O11, to retail at \$1.75, besides finer goods to retail up to \$4 per pair, are going rapidly. In the Swiss curtains they show some exclusive designs to retail for \$4 to \$10 per pair.

Fall

# Trade Winners

Fall

CANADIAN  
ENGLISH  
SCOTCH  
IRISH  
FRENCH  
GERMAN

**B**lankets, Woollens, Hosiery, Cottons, Italian Nets, Coatings, Serges, Cloths, Pantings, Cu**R**tains, Lawns, Muslins, Crashes, Napkins, Tablin**G**s, Doylies, Towels, Fine Linens, Family Linens, D**A**masks, Dress Linens, etc., Plaids, Cords, Bengal**I**nes, Cashmeres, Merinos, Poplins, Shetlands, Berli**N**s, Silks, Gloves, Hosiery, Underwear, Carpet**S**, etc., etc.

Samples submitted  
per return mail.

**P. Garneau, Fils & Cie.**

Wholesale Only.

QUEBEC.

## PERFECT

in every detail  
are the . . . . .

## WRAPPERS

manufactured for the  
Fall trade by . . . . .

THE

## Maritime Wrapper Co.

Limited

Ontario Agent:

J. H. PARKHILL,

207 McKinnon Bldg., Toronto

WOODSTOCK, N.B.

THE

## St. Thomas Import Co.

ST. THOMAS, ONT.

IMPORTERS OF

## General Dry Goods

### HOSIERY A SPECIALTY

See our 50-Gauge Maco Thread,  
Black Cotton Hose for Ladies to  
retail at 25c.

SEE FALL SAMPLES.



# Warner's Rust-Proof Corsets

**THE HIGHEST GRADE CORSET MADE.  
HIGHEST GRADE**

does not mean highest price, but highest quality.

"Warner's  
Boned With  
Rust-Proof"

is  
stamped  
upon the  
inside  
of every  
pair

**WARNER'S RUST-PROOF CORSETS**



**RUST-PROOF BONING DOUBLES  
THE LIFE OF A CORSET**

**LIGHT, PLIABLE, PREVENTS  
STAINING OF CORSET,  
AND UNDERLINEN**

**MADE ONLY IN HIGHEST GRADE  
MATERIALS, EXQUISITELY TRIMMED.**

**SHAPES  
TO FIT ALL FIGURES.**

**EVERY PAIR GUARANTEED**

THE TEXTILE PUB. CO. N.Y.

This  
stamp

Guarantees

in all par-  
ticulars a  
perfect  
corset.

The strong features of these corsets are advertised in all leading magazines and papers that are read by millions of wearers of corsets.

The RUST-PROOF quality is what every corset wearer is looking for, and **WARNER'S RUST-PROOF CORSETS ARE THE ONLY CORSETS GUARANTEED RUST-PROOF** under the severest test of perspiration.

Rust rots the material and weakens the cloth, which, upon the slightest strain, will break away from the seams. YOU see why the life of a WARNER'S RUST-PROOF CORSET is doubled. It is only discarded from the natural causes of wear—NOT because it is broken or stained or out of shape—a **WARNER'S RUST-PROOF CORSET CANNOT RUST—CANNOT LOSE ITS SHAPE**—the most desirable corset to sell because it gives the most satisfaction.

Catalogues giving full information, with price list, mailed if requested, and samples sent free of Express charges to all parts of Canada.

All the latest shapes, including Straight Fronts, Empires and Girdles.

**THE WARNER BROS. CO.**

632-634 BROADWAY NEW YORK CITY, N.Y.



THE

44 *Gravemette*  
(Registered Trade Mark)

STAMP

# English Rain Coatings

**For Men and Women.**



**SHOWER-PROOF, PERFECTLY POROUS TO THE AIR, NO RUBBER, NO PERSPIRATION.**

None genuine without the “**Cravenette**” stamp on the cloth. Every garment should have a “**Cravenette**” silk label, which will be supplied by the selling agents.

**"Cravenettes"** come in

## Coverts for Men and Women

And for Women only in \_\_\_\_\_

## Cheviots, Imperials, Whipcords, etc.

Suitable for wear in sunshine or rain, as the Proofing does not in any way alter the appearance of the Cloth.

# S. Greenshields, Son & Co.

**Sole Selling Agents for Canada.**

## Montreal and Vancouver.







## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal.**

# McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



— MONTREAL.

## SCARCE GOODS

Put in stock this week :

*Black and Colored Silk Voile*

*Black and Colored Wool Veilings*

*New French Printed Organdies*

*New French Printed Delaines*

*in Spots and Fancy Patterns.*

*Suede Gloves in the Newest Shades and Styles.*

*White Chamois Gloves*

Careful attention given to Letter Orders.

TORONTO :

25 COLBORNE STREET.

OTTAWA :

SPARKS ST., Carleton Chambers.

WINNIPEG :

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH ST.



# WINDOW AND STORE DECORATING

*Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.*

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## SOME POINTERS FOR TRIMMERS.

**C**HANGE your window displays often, for two reasons: First, because the goods are apt to become soiled by remaining too long in the window, and, second, because a constant change of goods adds to the attractiveness of the display.

Perhaps you may think that it takes too much time to change the windows every day or two, but it is time well spent, and even a small store can better afford to have one man who does nothing else, than it can afford to allow the windows to remain unchanged for any length of time.

Constant changing of windows adds freshness to your store, and gives people the idea that you are constantly getting in new things, and thus have new things to display; whereas, windows which remain dressed with one class of goods for a long time are likely to cause people to think you have nothing else to dress the windows with.

There are a great many little things about a window which should be observed in order to make it perfect. Some window-dressers are very careless about these little things, which go to make up the whole. Every part of the window should have scrutiny before it is finished, to see that no bare spaces are left, or that no unsightly boxes are exposed to view, which might just as easily be covered over with goods.

Another point about the unsightliness of windows is the space back of the fixtures. Some show windows are so arranged that people can see the back of the fixtures from the inside of the store, and, unless this is kept in perfect order, it presents a very bad appearance.

Even if the back of the window is not exposed to view from the inside of the store, it sometimes happens that customers wish to point out some article in the window without going outside, and in this case they have to look in the back of windows to indicate the articles to which they refer. It does not give a very creditable appearance to the store to show the customer the untidiness that exists back of the displays seen from the outside of the store.

In arranging the displays, if you have more than one window at your command, use solid windows as much as possible, that is, make up each window of one kind of goods. The goods may be in a variety of colors and a variety of shapes, but have all of one kind of goods in a window.

This forces itself more upon the attention of people passing the window than if the display is made up of a variety of goods. It is simply the old idea of concentration being more advantageous than spreading over much surface.

If you have four windows, for example, and dress one with silks, another with dress goods, and another with underwear, and the other with, say, millinery, it will attract more attention and bring better results than if you were to combine four different lines of goods in each of the windows.

The plan of having solid windows is carried still further by some houses, by not only having one kind of goods in a window, but by having all the goods in one window one price.

## MIRRORS IN SHOW-WINDOWS.

Nothing entering into the make up of a show-window is used with as little judgment as the mirror.

Many trimmers make of them a labor-saving device and fill in the background with them rather than take the time and trouble to drape the fabrics. The consequence is that many otherwise creditable displays are completely ruined by the indiscriminate use of reflectors.

If used at all they should be placed in octagonal positions the three sides at back being thus finished. This will give perfect reflection and will give the illusion of immensity.

Only the best glass should be employed, and the sunlight should never be allowed to strike them. The wall side of a show window may be covered with a mirror tipped at a slight angle, to good advantage.

Any special costume draped on a figure which requires an all-around view may be backed with a mirror in the rear. When it is not necessary to show the back of an object, it appears to better advantage without the reflector.



Interior Decoration.

Black goods should not be placed around about mirrors. Frames covered with bright red felt afford a better edging.

## JUNE WINDOWS.

This is the month when the window-trimmer is expected to do his best to push the Summer stuffs. The following is a good list to run for June:

Muslins.  
Prints.  
Summer hosiery.

# PERRIN'S GLOVES



Sell them and lessen your troubles.

They are made only from selected stock, and are unequalled for fit, finish and durability.

We have on hand a most complete and well-assorted stock. Send in your orders—they will be attended to carefully.

**PERRIN FRERES & CIE.,**  
5 Victoria Square, MONTREAL

# ODD LINES

OF

## FANCY PARASOLS

At Prices to Clear During This Month.

FULL RANGE OF CHILDREN'S PARASOLS.

Letter Orders Shipped Same Day as Received.

**The Irving Umbrella Company, Limited.**

20 Front St. West, TORONTO.

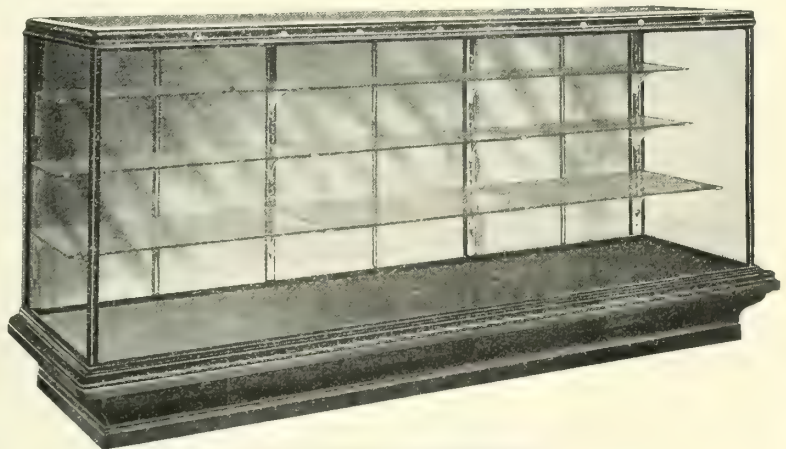
# QUALITY SHOULD BE CONSIDERED

We make a full line of **good** Show Cases—don't want to make any other kind.

Our cases are the cheapest on the market (quality considered) because they are made right, and last a lifetime.

In buying Show Cases, don't let the price govern you entirely—quality should be considered.

WRITE US IF INTERESTED.



OUR LATEST ILLUMINATED

*Silent Salesman*  
TRADE MARK

Patented in the United States and Canada. John Petz Patentee.

**John Phillips & Co., Limited, Detroit, Mich.**

ESTABLISHED 1864.

Canadian Branch: WINDSOR, ONT.







GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

**Geo. H. Hees, Son & Co.**

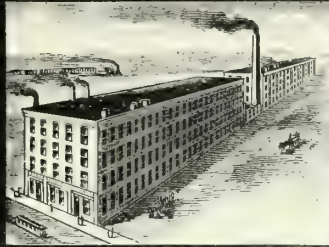
MANUFACTURERS OF

**CANADA BEING A  
WOODED COUNTRY**WE HAVE SPECIAL  
OFFERINGS OF**WOOD CURTAIN POLES  
AND WOOD TRIMMINGS**Splendid Finish,  
Handsome Patterns  
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

**HEAD OFFICE: TORONTO, CANADA.**

TORONTO FACTORY

**OPAQUE  
SHADE CLOTH.**CURTAINS, DRAPERIES,  
FURNITURE COVERINGS,  
UPHOLSTERY GOODS,  
LACE CURTAINS Etc.

OFFICE TEL. 2056

FACTORY TEL. 4295

CABLE ADDRESS:

"HEES" TORONTO.



OFFICE: 71 BAY ST

We manufacture everything in the line of

**WINDOW SHADES,**

and sell them at a price that affords the retailer LARGE PROFITS.

**BARGAINS IN UPHOLSTERY GOODS.**

We are clearing a good assortment of Upholstery Goods. Prices very low to clear; if interested see our travellers' samples or write to us.

**OUR DERBY TABLE COVER.**

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

**UPHOLSTERY GOODS.**

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc. Our new illustrated catalogue just out. Send your card and get one by mail.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal call at our warehouse No. 43 St. Sacrament St.

**GEO. H. HEES, SON & CO., Head Office, TORONTO.**



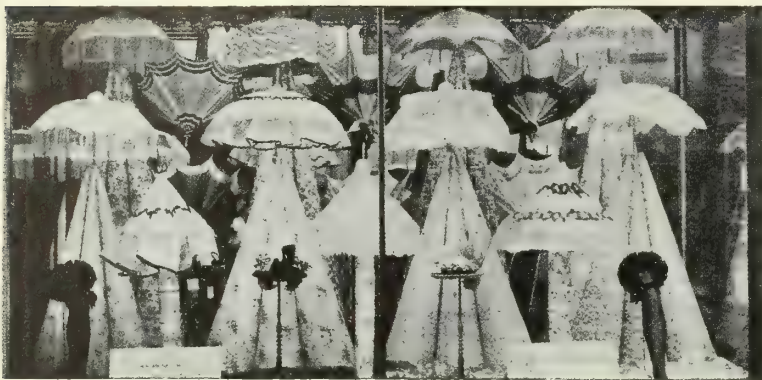
**WINDOW DECORATING—Continued.**

material. These could be kept in the above-described work-room when not in use in the windows.

**THE INTERIOR.**

Greater attention is being given to the utilization of the ledges over the fixtures as places for decoration.

It is not as essential that the ledges be given skilful treat-



Silks, Millinery and Parasols.

ment in the general scheme of store decoration as the show windows. They should be built with reference to their use in this way, and used for decoration purposes only.

Many merchants use the ledges for keeping reserve stock on. This is a mistake. The last place in the store, where half filled (and often empty boxes to present the appearance of magnitude of stock) should be kept is on the ledges. The ledge, it may be pointed out, is the first place that the customer observes that presents the first impression of the decorative effects to the mind of the observer. If it is not prettily arranged, every other part of the general scheme is subordinated to it. The ledge is no place for reserve stocks.

The ledge is the fittest place for decorating with something besides reserve stocks, that generally look anything but attractive. Care should be taken to display, as nearly as possible, the goods upon the ledge directly above the place where the stock is carried, as it saves the customer from inquiring where certain articles are kept, that are displayed upon the ledge.

**FOR A DISPLAY OF STRAW HATS.**

A good idea for a straw hat display is to secure a few large bundles of clean straw. Make up some pretty design and cover it with the straw. Ordinary barrel hoops can be wound with the straw and an upright nailed on the inside of hoop, on which place a straw hat. The hoops can be suspended from the ceiling in some nice design by tying them together. Place a hat in each circle, cover the window floor with straw, and arrange hats on nickel stands here and there with a neat price ticket on each. A few bunches of straw tied in the centre with a bow of colored ribbon can be placed in the centre of the window. Neat designs can be thought out and arranged with the straw.

**FOR A SUMMER PARASOL TRIM.**

Take a half circle block, 2 inches thick and about 9 inches in diameter, and bore a number of holes around the outside edge of block, the right size to admit the end of a parasol. Shir colored stuff (crepe paper will do) over these so as to hide the block. In each hole stick a parasol. These can be nailed to upright stands, one above another, or arranged on the wall of window, also nailed to floor. When the umbrellas are arranged in these blocks they form a large half-circle and make a very effective display. These blocks can be used in various trims. For instance, in a trim of notions, round stick 3 ft. long can be stuck in them, and notions can be tacked to them. For an interior display over the ledges, this idea is a good one.

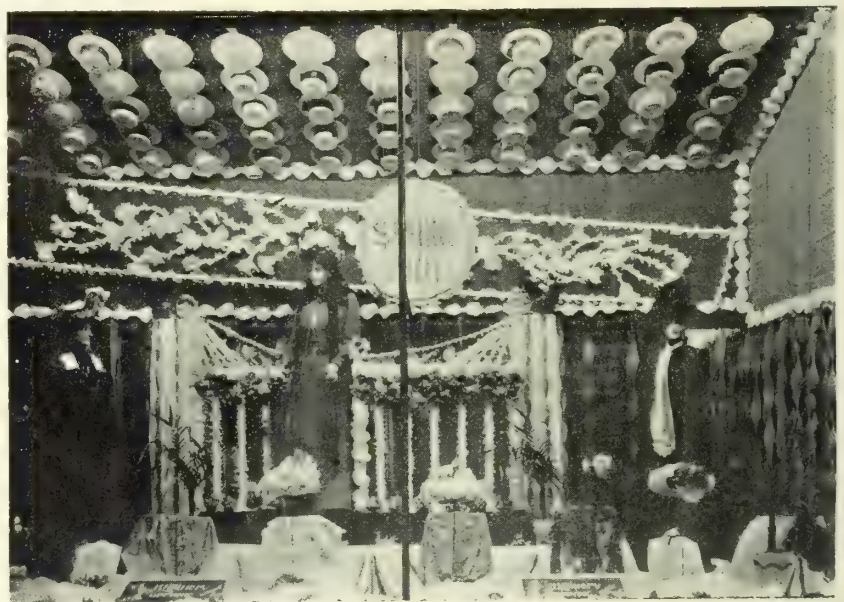
H. H.

**A VANCOUVER OPENING.**

The illustration of the Spring opening display of Gordon Drysdale, Vancouver, shows a well planned and tasteful piece of trimming. The color scheme was light green and white. The central figure was a well-dressed lady of fashion in the act of entering through the open gate. On examining the picture the trimmer will notice how skilfully plants have been used to set off the display of new trimmed hats and materials and how well the sailor hats are arranged on the top. Altogether, a first-class window worthy of any city. It was done by Mr. E. A. Barker.

**RECOVERING FROM FIRE.**

The Alaska Feather and Down Co., Limited, Montreal, sustained a heavy loss on May 5, when fire did damage to the extent of \$60,000 to their warehouse in St. Henri. Fortunately, the factory was preserved intact by a fireproof wall, which separated it from the warehouse. This fact alone enables the



Spring Millinery Window.

Trimmed for Mr. G. Drysdale's store, Vancouver, by E. A. Barker.

firm to continue their business uninterrupted; all orders taken before the fire will be filled in due season. Some of the lines of coverings cannot be duplicated immediately, but wherever a change is necessary new samples will be submitted, and the customer's interests will not be allowed to suffer.



# HIGH-GRADE AMERICAN SILK WAISTS

MINUS FREIGHT AND DUTY.

*Style  
Shape  
Fit  
Make  
Finish  
Material  
Durability  
Attention  
Delivery*

Apply  
to  
**The  
American  
Silk  
Waist  
Mfg.  
Co.,**

323 St. James Street,  
Montreal.

*Original  
The Latest  
Perfect  
Artistic  
Tailored  
The Best  
Guaranteed  
Prompt  
10 Days*

## Mann, Byars & Co.

**Dry Goods Exporters**

**GLASGOW, SCOTLAND.**

**AGENTS IN CANADA:**

Alex. Peden, Montreal, for Quebec and Eastern Ontario.  
Milton Kerr, Toronto, for Western Ontario.  
C. H. Barbour, St. John, N.B., for Maritime Provinces.  
J. L. Beckwith, Victoria, B.C., for Manitoba to B.C.

### **SPECIAL NOTICE.**

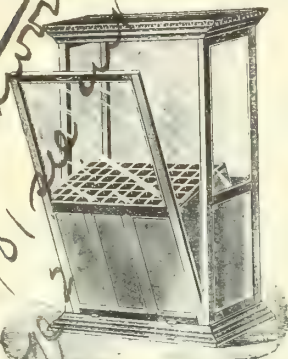
For next Fall and Winter, we show the Latest designs from Berlin and New York in LADIES' COATS AND CAPES, produced in our Glasgow Factory, thereby giving full advantage of the Canadian Preferential Tariff.





# DISPLAY FIXTURES

OF ALL KINDS.



Papier Mache Forms.  
Wax Figures.  
Flexible and Jointed Figures.  
Latest Shapes.

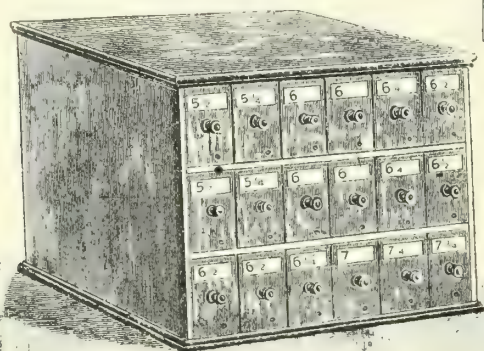


Costume Forms.

Nickel-Plated Fixtures.

Showcases.  
Showcase Counters.  
Mirrors,  
Etc.

UMBRELLA CABINETS,  
RIBBON CABINETS,  
KID GLOVE CABINETS.



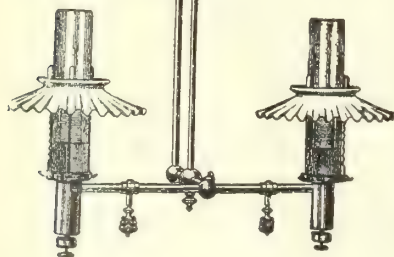
Prices Reduced. Write for Quotations.

CLATWORTHY & CO., 46 Richmond St. W., Toronto, Ont.

4  
STYLES

No. 9

## THE AUER GASOLINE LAMP



No. 9,  
200 Candle Power  
Suitable for  
STORE,  
RESIDENCE  
OR CHURCH.

The only Lamp on the Canadian market which is guaranteed not to clog, flicker or smell.

YOUR MONEY BACK IF NOT ENTIRELY SATISFIED.

For Catalogues and Prices on Lamps, Mantles and Sundries, write

**AUER LIGHT CO.**

1682 Notre Dame St., MONTREAL.

E. SIMPSON & CO., Moose Jaw, Agents for the Territories.

## THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

## Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.

PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

Hon. Sir W. P. Howland, K.C.M.G., C.B.,  
PRESIDENT.

W. H. Beatty, Esq., W. D. Matthews, Esq.,  
VICE PRESIDENTS.

W. C. MACDONALD,  
ACTUARY.

J. K. MACDONALD,  
MANAGING DIRECTOR.

HEAD OFFICE, = TORONTO.

## A TRADE WINNER

This new garment can be worn with or without a corset. It is specially adapted to slender figures, and is worn to obtain the **Low Bust, Straight-Front and Long-Waist Effect** now so much in vogue. No careful dresser should be without one. Made of fine white netting for summer wear; braced with featherbone which will not break, and covered with sateen strips.



THE  
STRAIGHT **B&C** FRONT  
DISTENDER

Manufactured only by

**Brush & Co., Toronto**

# Please Note

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. . . that . . .

**BALDWIN & WALKER, Limited**

— Halifax, England

are now keeping a representative stock of their

**SUPERIOR FINGERING WOOLS**

In All Shades

at 17 De Bresoles Street, MONTREAL.

---

Two Qualities:

*LADYSHIP "SUPER"*

*LADYSHIP "X"*

---

Ask your wholesale houses for these at any time.

---

SOLE AGENTS FOR CANADA:

**John Gordon & Son, Montreal.**



## LADIES' TRIMMINGS.

THE past month has been one of those between-season periods that give a respite to the wholesaler. The demand for ladies' trimmings has been slow, the sorting season not having yet begun and the Spring orders having all been filled. The heads of the majority of the ladies' furnishing departments have been on trips to the Continent picking up job lots of Summer goods and ordering Fall styles.

### THE LACE TRADE.

One of the leading dress garnitures for Fall will be laces, whose popularity will be immensely accentuated. In Paris and New York at the present moment they are even wearing laces flounces, a sure indication that they will be in heavy vogue here in the Fall. Canadian wholesalers do report a heavy trade in them just now, but nevertheless they have every confidence in the market and are buying freely. The end of June will likely see an improvement in the demand for allover and galoons; the latter are being called for now, but the former, which will decorate the front of many a Summer blouse will be wanted in large quantities. Insertions are all selling well, but edgings are rather quiet at the moment.

There is a feeling, however, that black laces are coming in. These were worn two or three years ago, and any left-over stocks of black Chantilly will surely have an increased value in a couple of months. Already there is some demand reported for them.

### EMBROIDERIES.

Embroideries is another trimming that will enjoy a heavier sale than usual this Fall. Designers are trying to push white and black forward as Winter colors, and if they succeed, embroideries will be extensively used as white-dress trimmings. Just at present they are quiet; but this is probably the calm before the storm.

Lace collars in guipure and renaissance effects are still selling very well. Dealers bought very sparingly of these goods as they did also of the boleros and made-up lace goods, but quite a number of letter orders have been received asking for shipments to be duplicated. It is not always possible to do this, as the wholesale houses themselves have not kept heavy stocks over. The fact that the cheap trade has not bought many of these goods insures them of another life next season. The less nobby dressers have confined themselves to trimmed pique and sailor collars.

If the heavy demand that the grass linen effects have met with since they were introduced, somewhat over a month ago, have proved anything, it has given us a warning that it will be greatly worn next Summer. Waist manufacturers are still busy making waists of any of this material they can procure and they report no difficulty in placing the goods. One firm experimented with a medium-sized importation of white embroidered sheer brown linen with lace insertion, to be used as an allover in the making up of these goods, and it sold out very quickly. It is being reordered for next Spring, when we shall hear more of it.

Speaking of waists we hear that the long front blouse has not proven itself a success during the past season. Seemingly the Canadian lady has not regarded the straight-front corset with favor. At any rate we hear of quite a few complaints from the retailers about the difficulty they have found in getting rid of the stylish shape. It is probable, however, that more of these straight-front corsets will be worn this Winter and next year, and that the shape will ultimately prove good property. Retailers should, in the meantime, keep some of both styles on hand.

### NECKWEAR.

In ladies' neckwear the chief run is on the very pretty and simple scarves that were brought out last month. These are made in the latest colors of taffeta silk and corded about the neck, making a soft stock. Some of them were trimmed with gold, but this craze seems to have pretty well run itself out.

Importations of the new embroidery pieces for lapping over the stock are just now coming to hand. These can be fitted to any collar to produce the stylish turnover effect so popular this spring.

### SHAWLS.

We have seen a very pretty range of fancy Scotch-plaid shawls that are being shown for Fall wear. They are so cut that they can be made up into golf capes, a very popular garment with the woman of to-day. The goods are reversible, the outside being plain or bearing a plaid, while the inside is a brighter pattern. These are very nobby goods and should meet with a warm reception by the trade. Their price runs from \$2 each up.

### NOTES OF THE TRADE.

The W. R. Brock Co., Limited, Montreal, have on hand some wonderful values in blouses, having cleared a manufacturer's stock at greatly reduced prices.

John Macdonald & Co. report a large shipment of B.B. 45-inch Victoria lawns and they show also a full line of nainsooks, India linons, satin checks, fancy dress muslins.

Brophy, Cains & Co. are showing for Fall delivery a very choice assortment of plaid shawls, genuine Scotch goods to be made up into golf capes. These are beyond all doubt the noggiest styles yet shown.

The W. R. Brock Co., Limited, Montreal, have made a very important purchase of 300 pieces of guipure allover during the past month and are offering some very low values in consequence. Another job purchase they made was a stock of featherstitch braids for finishing purposes to sell at 75c. to \$3 a gross.

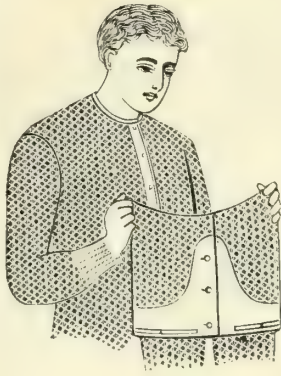
Brophy, Cains & Co. are offering silk embroidered cashmere flouncings, 24 and 27-inch goods, with edgings to match put up in short lengths of 41-2 yards. They have also a big range of spot muslins at 10 to 30c. Early this month they expect a shipment of embroidered collars, the new goods for lapping over blouse stocks.

S. Greenshields, Son & Co. have placed into stock repeat orders of their special Swiss allover worth from 65c. to \$1 a yard. They have also a large range of Irish dimities to retail from 18 to 25c. Merchants, when assorting in laces this season, would do well to see S. Greenshields, Son & Co.'s large range of Valenciennes edgings and insertions, including a nice range of French Vals.

To relieve the scarcity that has been felt each Summer for fabric gloves, S. Greenshields, Son & Co. have put into stock a repeat order of silk goods in blacks, tans and beavers assorted and whites and creams assorted to retail from 25 to 75c. They hope to be able to fill any sorting letter-order for gloves. They will also be ready for repeat orders in hosiery of both domestic and German manufacture, new stocks having arrived lately.

Mr. Kyle, sr., of Kyle, Cheesbrough & Co., reports having secured many pretty novelties in trimmings, collars and ladies' adornments in general, from the leading centres of fashion in Europe. This firm, who make a specialty of this line of dry goods, will show a splendid range for Fall, 1901, having bought largely, expecting a good trade in this line, when all the feminine sex the country through will be adorning themselves for the coming of the heir presumptive to the throne. They are also showing a nice range of silk flags of various sizes and prices, marked low to meet the pockets of all comers in this gala demonstration.

The W. R. Brock Co., Toronto, are showing three lines of ladies' nightdresses to retail at 75c., \$1 and \$1.50 which are creating quite a stir in white goods circles. In embroideries, their job lines in carton lots are still to the front. Samples of these goods will be sent to inquirers. In muslins every line offered was contracted for before advance in price and can be had at comparatively low prices, including organdies, Swiss fancy stripes, satin checks, India linon, Victoria lawns and other staple lines. Black velvet ribbons are shown in all widths, including satin and cotton backs from the narrowest to the widest.



**Linen Underwear.  
Linen-Mesh Underwear.  
Dr. Deimel's Linen-Mesh Underwear**

**That's the Kind You Ought to Sell.**

*In favor of Flannels.*—Some wearers of woolen underwear contend that wool is a good absorber, while linen is not. We presume these people do away with linen towels and handkerchiefs and use such of wool instead.

The most prominent physicians in the world endorse this superior underwear, and thousands of men, women and children are discarding dirty, unhealthy wool for clean, hygienic *Deimel Linen-Mesh Underwear*.

**Write for descriptive booklet and our terms**

Sole Manufacturers,

**The Deimel Linen-Mesh System Co.**

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,  
10-12 Bread St.

**MONTREAL, CANADA.**

This Trade Mark is  
always on the Genuine.



**SCARCE  
GOODS**

**IN STOCK.**

Black Velvet Ribbons, all qualities and widths.

Lace Galoons and Insertions in Black, Butter, Ivory  
and Arabian shades.

Valenciennes and Maline Laces.

Cotton and Silk All-Overs in all colors.

Nottingham Lace Curtains from 25c. to \$4.00.

Guipure Collars and Lace Novelties in up-to-date  
styles.

French Organdie Muslins, India Linons, Stripe  
Dimities, etc.

**WRITE US FOR SAMPLES OR GOODS.**

**PRIME & RANKIN,**

22 Front Street West,



**Toronto**



## Our London Letter on the Latest Fashions.

The Short Coat and the Bolero—A Change as to Collars and Sleeves—Skirts Still Cling—  
Effect of Court Mourning on Colored Costumes—A Paris Gown.

From "The Dry Goods Review's" Special Correspondent.

London, May 25, 1901.

I was through the non-delivery of a letter, authorizing me to continue my series of letters, that "The Review" has been devoid of London news since my first short article appeared; but I am glad to say that, for the future, it will be my pleasure to send a regular monthly description of the latest modes that prevail over here.

### WARM WEATHER BRIGHTENS TRADE.

It is all very well for the old adage to tell us that

"We must cast not a clout  
Till May is out,"

but the Spring sunshine with which we have been favored during the past few weeks has positively compelled us to put aside some of our warmer garments. And the result is that the costume most to be seen around is almost always accompanied by a short coat, of the bolero order, surmounting a more or less fanciful blouse-waist. Sometimes these blouses are of taffetas, elaborately tucked, and trimmed with much lace (old Venetian point being the favorite) and again, they are of mousseline (tucked and puffed), or again entirely of lace, interlined with some delicately shaded silk.

As to the variety of the shapes which these boleros assume—well! They are practically endless. Some end only half way from the neck to the waist line, some come just to the waist line (pointed upwards at the back), others have coat-tail tabs at the back, or are continued below the waist line in front in rounded ends—but all are alike fashionable.

### A CHANGE IN THE STYLE.

It is in the matter of revers that we note a decided change in the very newest of these smart little coats, for the edict has gone forth that collars and revers must be abandoned. Amateur dressmakers will doubtless welcome this departure for it is the well-setting revers that are our trouble. Personally I prefer an Eton coat or a bolero, without a collar, and I still have a pleasant recollection of a little square-fronted Eton which I made for myself at Toronto years ago, and of the fact that a well-known King street tailor (for whom I was making sketches), asked whether I had got it from London or Paris and begged leave to copy it. It was just cut straight around at the neck of the base of the linen collar which I wore with it. The fronts were pointed and it showed a suggestion of the folded silk waist band at the back. It is one of the most up-to-date shapes in Paris at the present moment, and, let me tell you, is quite easy of accomplishment by an amateur.

### THE FASHIONABLE SLEEVE.

It is in the sleeves that the most decided changes are noticeable this season. They are never plain, and although sometimes they are really pretty, there are many which can lay claim to no merit whatever. A stout woman, for instance, should hesitate before adopting a sleeve with a large puff at the elbow, and a tall thin one should tremble before instructing her dressmaker to make her sleeves in the bell shape, cut off some inches from the wrist, with the intermediate space filled in with a Bishop sleeve of transparent lace.

### THE DROOPING SKIRT.

In regard to the manner in which the newest skirts are being cut it is only possible to say, that to be in vogue at all, they must cling and droop. Close around the hips but falling in voluminous folds at the hem they defy any woman, possessed

of only two hands, to wear the latest models, out-of-doors (except for driving) if she is really delicately-minded. I remember that an English lady who was making a long tour in Canada once said to me that the only thing she really disliked over there was "The national habit of expectoration." You may say that this is not a nice thing for one to repeat, but I think a good many men would do well to remember it in these days of trailing skirts.

### THE COLOR SCHEME.

That there will be very little color worn in England this Summer by those who are in the really best social swim is



now quite an accepted fact—and it is one that will doubtless influence trade very considerably.

Pale greys, mauves and black and white will evidently carry the day—could any definite coloring be more entirely becoming?

Let me describe a gown in grey and white recently designed in Paris. The material of the skirt was ornamented (length-

# Gale Manfg. Company

18-24 Mincing Lane, Toronto.

Summer  
Trade  
Winners

## Wrappers

Dark Reds, \$8.25 per doz.

Navys and Blacks, \$9.00 and  
\$12.00 per doz.

*Higher and intermediate prices also in stock.*

*Not the cheapest in the market, but the best at the prices.*

Summer  
Trade  
Winners

## Shirt Waists

White Lawns, etc.,  
from \$6.75 to \$72.00 per doz.

*A Full Range in Stock.*

**Letter Orders Solicited.**



wise) with wide insertions of white embroidery reproducing a design of large leaves cut out and finished round the edges with a pretty fancy stitch, each leaf being joined to the next by embroidered loops after the style of Chantilly lace. The skirt was (of course) very tight around the hips and extremely full at the feet, and it was lined with dark heliotrope silk which showed slightly through the embroidery.

The waist was of such elaborate construction as to defy description, being formed almost entirely of embroidery and lace except for the tiny bolero of grey cloth also edged with a cut-out pattern of the same style of embroidery. A soft scarf of heliotrope silk came from the side seams (under the bolero), crossed at the waist line in front and was tied in two bows quite below the waist line at the back—the ends, finished with deep frieze, reaching almost to the hem of the skirt. The sleeves were ornamented with the same rows of embroidery as were to be seen upon the skirt. They were quite close fitting from shoulder to elbow, then a rather large puff asserted itself, and again they fitted the arm tightly to the wrist.

The sketch which will be seen on this page illustrates one of the very newest boleros with fancy sleeves.

MARY IVERY.

#### SHIPMENT OF JAPAN TAFFETAS.

The popularity of Japan taffeta has apparently no limit and dealers have been unable to keep up with the demand. K. Ishikawa & Co., especially, are rushed to fill their orders and for the last three months could not fill them. But a large shipment has just been received and back orders as well as other can be filled immediately. A good stock of 23-in. and 27-in. Japan taffeta in white, black and colors is shown, the quality and finish of which should give great satisfaction for dresses and blouses.

#### AN IMPORTANT AMALGAMATION.

Mr. W. E. B. Priestley, of Priestley's, Limited, the celebrated English dress goods manufacturers, was in Canada during the past month visiting the Canadian agents, S. Greenshields, Son & Co. Quite lately Priestley's, Limited, have absorbed a colored dress goods manufactory known as The Springfield Mills of Bradford, and owned by Rule, Greenless & McEwan. Hereafter S. Greenshields, Son & Co. will be showing colored goods, such as serges, soleils, etc., out of this mill.

#### NEW STORE IN MONTREAL.

Messrs. Haycock & Dudgeon opened their new dry goods store on St. Catharine street, Montreal, on May 21. The new store is one of the finest in Montreal, perfectly lighted and finished in light wood. Tall pillars in white furnished in old ivory add to the effect. The staircases are of solid cherry, and the counters and showcases with glass tops have a pleasing appearance. The ground floor contains the linens, men's furnishings, ladies' underwear, gloves, notions, etc. On the next floor, which is devoted to dress goods, curtains, millinery, ready-made goods, etc., there is a ladies' waiting and fitting-room, besides the offices. The top floor is reserved for the workrooms and extra stock. On this floor the firm will have their Christmas department. The staple goods are shown in the basement, where also is the bargain department. The store's location is an admirable one, and the place is sure to become popular.

Smallman & Ingram, dry goods merchants, of London, Ont., who have been closing their store at 7 p.m. on Saturdays, are going further, and on June 1 will commence to close an hour earlier than that on Saturdays all the year round.

# Selling Agents

direct to the retail trade—between Toronto  
and Halifax, N. S.

**SPECIALTIES** given extra attention.

Manufacturers' overmakes and clearing lots  
purchased for cash.

**AGENCIES SOLICITED.**

**KELLY BROS.,**

468  
Temple  
Building,

**MONTREAL**



Buy the —  
**20th Century  
 Umbrella**

Runner Patented  
 Jan. 9th, 1900.



DOLLY—"Swear for me, Tom—I can't find the conf-f-using spring anywhere!"

TOM—"I will do better, dear; I will buy you a 20th Century Runner umbrella like mine."

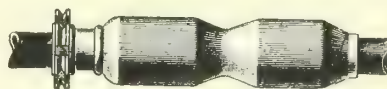


ASK FOR THEM.

# 20th CENTURY UMBRELLA

(PATENTED)

## Nickel-Plated Self-Acting Runner.

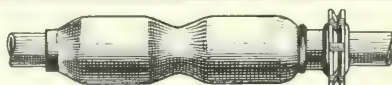


This new runner operates the springs in opening and closing the umbrella. No need to finger around looking for the spring when caught in a storm.

You are sure not to pinch your fingers or tear your gloves.

It is easily and quickly operated. Being made of solid hard tempered brass, heavily nickel plated, it adds to the strength and durability and appearance of the umbrella. It is so simple you could not get it out of order even if you wanted to.

**THIS UMBRELLA IS MOUNTED WITH OUR  
RAPID-SELF-ACTING-RUNNER.**



It moves quickly.  
It saves fingers and temper.  
The cover cannot cut against the spring.  
It saves your gloves.

PATENTED IN CANADA 1900.

FAC-SIMILE  
OF TAG  
ON EACH  
UMBRELLA

FOR SALE BY EVERY WHOLESALE HOUSE IN CANADA.

FOR SALE BY EVERY WHOLESALE HOUSE IN CANADA.

TRY THEM.

The Colonial  
Bleaching and Printing Co.  
Limited

MONTREAL

**FALL PATTERNS**

Now in the Hands of the Trade

New Designs

**THE BEST**

**Linen Threads**

*Barbour's*

*Finlayson's*

*Knox's*

*Dunbar's*

*Stewart's*

STANDARD AND RELIABLE ALWAYS.

**FRANK & BRYCE, Limited,**

TORONTO.

MONTREAL.

QUEBEC.

Also **BOOT AND SHOE LACES**, all kinds—best value in Canada.  
**HARD ASH, SILK THREADS, ETC.**



# "THE DISTINGUÉ"



## WATERPROOF

IN USE ALL OVER THE WORLD

May Be Had From Any Wholesale House In Canada.



## The MacLean Publishing Company, Limited.

President, JOHN BAYNE MacLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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### CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, JUNE, 1901.

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### A POLITICAL "GRAB" GAME.

THE increase of the sessional indemnity in Parliament from \$1,000 to \$1,500 is a fortunate occurrence, on the whole, because it bears out the harsh things so often said of the professional politicians by non-party journals like THE DRY GOODS REVIEW. Were it not for this bold "grab" at public money by the members of Parliament, they could have posed as injured innocents.

We regret that the party leaders, Sir Wilfrid Laurier and Mr. R. L. Borden, should have defended this raid upon the public treasury. It was never submitted to the people. There was no reason why it should have been made. The excuses raised in its defence are flimsy and hypocritical. Everyone knows that \$1,000 and travelling expenses were quite sufficient.

If the proposition had been to raise the salaries of the Cabinet Ministers, we could readily see the justice of it. They are the "working members" of Parliament. They give up their whole time all the year to the business of the country. To get good men for this service we should be prepared to pay well. We are no advocates of low-salaried men in places of trust and importance.

But the ordinary members of Parliament are not required to give up their whole time to public affairs. They are sufficiently recompensed for their loss of time at \$1,000 a year and travelling expenses. There are, we know, a number of members both in the Senate and House of Commons who do not favor the "grab." They are business men who do not go to Parliament for the money there is in it. No doubt these gentlemen do not care whether \$1,000 or \$1,500 is paid. But when the leading men on both sides agree on the increase it puts these gentlemen—usually with good private incomes of their own—in an extremely awkward position to have to protest against what their leaders advocate and justify.

Consequently, we do not blame leading business men in Parliament for the grab. They could hardly have prevented it.

No incident in recent years will do more to disgust decent people with the party politicians than this "grab." It will do the Government no good. The Opposition will suffer still more, since it is an Opposition's clearly defined duty to check extravagance, to criticize the Government, and to guard the people's interest.

Both sides have, therefore, proved recreant to their trust. But this one advantage remains—we now know exactly where to find the politicians. They may "pose" as patriots every day in the year and talk about their sacrifices for the country. They may rebuke independent critics and try to make honest criticism impossible by raising the party cry. But this one damning fact will stand, that just after a general election—when the electors cannot easily inflict punishment—they have snatched \$500 apiece from public funds without any authority or justification. It is a painful spectacle.

### FLANNELETTE IS ALL RIGHT.

ATTENTION has been called in England to the numerous cases of persons being burned to death, due to the great inflammability of the flannelette underclothing with which they were clothed.

Cases of this kind are very rare in Canada, perhaps because there are so few open fires in this country. Flannelette is no doubt an inflammable material, as lots of other textiles are, but it does not follow that the accidents referred to would not have happened had other clothing been worn. The cases given to show the danger of wearing flannelette are all amongst the poor people of Manchester, who are more apt to be in danger of fire from the nature of their occupations and manner of living than the better class. As flannelette, being cheap and having a good appearance, is worn by almost all these people, it is only natural that the majority of victims were found thus clothed.

It is suggested that the flannelette should be made with a raised finish on one side only, but this is already being done, and has been for some time, both in Manchester and in Canada. This is used quite as much as that with the nap on both sides.



**MERCHANTS AND THE MINT.**

CANADA'S having a mint of her own forces into notice the question of what changes it may bring in the use of money.

The new mint will coin Canadian gold coins—\$2.50, \$5 and \$10 pieces. These will be new additions to our money. We imagine they will become very popular, and that the demand for them will exceed expectations. Paper money will continue, as before, to be legal tender. But when people ask for gold, and get to like it, the merchants will have to ask the banks to give them a supply of gold for change. To refuse it might offend good customers. To have gold with which to make change will become a mark of a store doing a high-class trade.

Now, if this taste for gold money becomes general, it will displace paper bills. Who will be to blame? The Canadian Department of Finance which issues the \$2 and \$1 notes, and the chartered banks which issue the \$5, \$10 and other notes. These are frequently dirty, offensive-looking, and by no means a credit to the country. What must be the opinion of a tourist from abroad on receiving in change one of these filthy bills? What kind of advertisement of Canada are they?

Our paper money is as good as gold any day. Behind it is the credit of Canada which is above par in the markets of the world. Bills are for most people a more convenient form of money than gold coin. But if allowed to deteriorate in appearance, as it has in the last few years, the result will be to deprive it of its old popularity. We have frequently called attention to this in "The Dry Goods Review," long before a Canadian mint was spoken of, and the Canadian banking authorities have received the same advice from other quarters, but clean bills are still the exception in this country. The authorities will have themselves to thank if our new gold coins displace bills.

Years ago, when the smallpox scare raged in Central Canada, the dirty bills were soaked and sprinkled with disinfectants. They reeked of carbolic and other ill-smelling stuff. Had the bills been called in and clean ones issued this would not have been necessary.

Canada does not keep its silver money in as good a condition as it should be. Many of the coins are defaced and mutilated. This should not be.

**THE ROYAL VISIT AND TRADE.**

The cables to Australia from England giving details of the Duchess of Cornwall and York's dresses gave a big impetus to the dressmaking trade in Australia. The same conditions will likely prevail here. And not only will the dresses of the Duchess be closely scrutinized, but the Duke's apparel will also receive sharp inspection from those who desire to be correctly attired. In driving through the streets in Melbourne the Prince was dressed in civilian's clothes, the naval and military uniforms being reserved for other occasions.

The event will be an exceedingly important one, not only to tailors and dressmakers, but to all the merchants of the cities which the Royal party visit. The capital of each Province, as well as such places as Montreal, Ottawa, and Vancouver, are sure to be visited, and Niagara Falls will also likely be honored.

In these places, at the time of the Royal visit, and for a

day or so before it, there is sure to be an immense crowd of people from outside points and they will incidentally make necessary purchases. It behooves the merchant then to pay great attention to his decorations and window display. "Patriotic" decorations will be the order of the day, and the dry goods man can excel in that line. Flags, bunting and streamers of all kinds can be used with great effect. Anything in the nature of a souvenir will be appreciated, and can be sold easily.

**A BACKWARD SPRING.**

FROM many points in Great Britain, Canada, and the States come complaints of the late season. Cold, bleak, wet weather has prevailed in England. In Canada we have had, during April and the greater part of May, a chilly rainy season. Fortunately the crop outlook is splendid.

Once upon a time the farmer was the chief person to suffer by unseasonable weather. Now, however, the dry goods trade is so complicated and highly organized an affair that an unexpected spell of dry or wet weather may seriously endanger the turn-over.

But a backward season has one advantage. It enables the retail merchant to go on steadily pushing goods suited to the temperature. The wise merchant, under such circumstances, goes right on with the immediate wants of his customers.

The feverish anxiety toward early selling and early buying is a thing to be guarded against. There is too much of it. Whitewear sales in January is one instance of this. They may suit some, but in the bulk of cases they are not good business.

During May it has been no easy matter to push sales of Summer fabrics, light underwear and hot-weather supplies generally. People were not thinking of sweltering heat when fires had to be kept going in many a house.

But the Summer trade will be done in due course, and it promises to be an active one, all the more active because of the delay. The tourist trade also will be one of the largest on record.

**WORDING THE ADS.**

A correspondent writing on the subject of advertising to a journal of printing, makes the following very sensible remarks: "If dry goods men and clothiers—yes, and other trades, would write as they talk, then advertising would be much more readable and bring much better results. Usually the tradesman has no lack of words when he is showing goods to a prospective buyer. He can tell glibly their good qualities and give good reasons why they should be bought; but let him take pen or pencil in hand and his mind immediately goes back to the Catechism or to his school primer, and his advertisements have about as much mental ability in them as might be expected from a composition by an eight-year-old boy in the third grade of our public schools."

There is no doubt that this is true to a very great extent. In attempting to be very correct, or to place out some very forcible advertising, the average merchant will employ all the old stereotyped phrases he has seen in other advertisements, and thus rob his ad. of much of its effect.

## PRICES OF WRAPPING AND OTHER PAPER.

**M**ERCHANTS who use wrapping paper in their business—and who does not?—are interested in the inquiry now being conducted by Judge Taschereau as to whether (1) there is a combine among the Canadian papermakers and (2) whether they have unduly enhanced prices.

The newspaper publishers were the first to bring the subject up, but every consumer of paper is just as much concerned as the publishers.

A point of considerable importance to all who have to transact business with Governments is illustrated by this inquiry. At first the Government intended that the publishers should pay not only their own legal expenses before the commissioner, but also the cost of witnesses summoned to prove the charge. The publishers protested. As a body they had no money to fight an expensive legal battle on behalf of all the consumers of paper in Canada. It was not reasonable to ask them to do so. It is a public inquiry held under the provisions of section 18 of The Tariff Act of 1897. The Government, having ordered an inquiry and appointed a judge to carry it on, were clearly entitled to pay the cost of witnesses.

But, on grounds of economy, this was refused. A deputation went to Ottawa—no result. Another deputation went to Ottawa—still no result. But what do you think this deputation did? They left behind them a civilly worded document stating that if the public inquiry was to be conducted at the private expense of a few individuals they would stay from the inquiry.

This put the Government where all Governments should be put—in the thinking mood. They foresaw the breakdown of an inquiry ordered by themselves. It took them less than two days to decide. They resolved to pay witnesses' costs and notified the publishers to that effect.

Our advice to deputations that wait on Governments is this: First, have a good case. Secondly, present it civilly and firmly. Thirdly, stick to it. Never back down, or compromise, or be wheedled out of your position. Above all, don't let them shake you up by any talk that "the party" will suffer. Then your request will be granted.

## AN ARBITRARY ADVANCE IN LONG LENGTH THREAD.

**O**N May 20, the manufacturers of thread, on the strength of their combine, advanced the prices on several sizes of super 6-cord, coming in 2,500 yd. lengths. This does not directly affect the dry goods trade nor yet the public, the weight of the advance falling upon manufacturers of all sorts of garments. But, nevertheless, it is of interest to all users of thread in that it illustrates how powerful the thread combine is and how autocratic it can be. The advance is shown by the following table of old and new prices of super 6-cord in 2,500 yard lengths:

|             | Old price. | New price. | Advance. |
|-------------|------------|------------|----------|
| 30-30 ..... | 56.28      | 56.28      | .....    |
| 40-50 ..... | 56.28      | 59.16      | 2.88     |
| 60 .....    | 56.28      | 62.04      | 5.76     |
| 70-80 ..... | 56.28      | 64.92      | 8.64     |

Thus there is an average advance of 10 per cent., 5 per cent. on 40-50, 10 per cent. on 60, and 15 per cent. on 70-80. These are just the sizes the manufacturers use in most of their work, and the change is an arbitrary act to extract more money from their pockets.

If we look at the price list of 3-cord soft, 2,500 yard lengths, we find that, as the number of the thread rises or the size diminishes, the value diminishes. From the table above

one will see that in the case of super 6-cord as the number rises so does the price of the thread.

Why this difference in the trend of prices? It is absolute proof that the price of super 6-cord is not based on the cost of production, but rather on what the manufacturers can be forced to pay. It stands to reason that the finer the thread the less material used, and the lower the price. Not so, however, with super 6-cord now.

Some of the manufacturers are complaining, but the combine doubtless expected that, and have discounted all kicks. We can only wonder whether the advance will spread through the list.

## INCREASE IN IMPORTED COTTONS.

What effect the increased demand in Canada for imported cottons may have during the coming season is not easily determined at this date.

Most buyers are aware that a good deal more cotton fabric is coming in than is usual. This may be due to larger demand and may not interfere at all with the domestic product. Time will show.

Meantime, it is of interest to note that by the end of June, at the present rate of importation, the year's imports will much exceed those of last year. Compare, for example, the figures given for grey unbleached cottons.

For the nine months ending March 31, 1901, Canada imported 8,364,225 yards, valued at \$383,158. For the twelve months ending June 30, 1900, we imported 2,799,300 yards, valued at \$115,829.

The increases are not so marked in white or colored cottons, but they are worth noting also. Here are the returns for all three classes:

|                               | For 9 months ending<br>March, 1901. |            | For 12 months ending<br>June, 1900. |            |
|-------------------------------|-------------------------------------|------------|-------------------------------------|------------|
|                               | yds.                                | value.     | yds.                                | value.     |
| Grey cottons.....             | 8,364,225                           | \$ 383,158 | 2,799,300                           | \$ 115,829 |
| White cottons .....           | 5,537,238                           | 434,573    | 6,075,182                           | 506,501    |
| Colored cottons and prints... | 25,014,103                          | 2,450,814  | 34,337,158                          | 3,228,548  |

The above figures are official. In grey cottons, at least, they indicate that the Colonial Bleaching & Printing Co. are bringing in a good deal of the grey material for working up into finished goods.

## THE OUTLOOK IN PRICES.

**W**HILE the condition of the market as regards prices during 1901 may not be so buoyant as during 1900—which touched high-water mark—there is no ground for anticipating a heavy decline. It will be a mistake to let the public imagine that 1901 is going to be a year of bargains. Let there be no cutting below the line of a legitimate profit. The aim should be to maintain prices, as far as is consistent with local conditions. The London Economist takes 22 leading commodities and by figuring out averages get the following "index number" of prices for these dates:

|                       |      |
|-----------------------|------|
| July 1, 1899 .....    | 2028 |
| January 1, 1900 ..... | 2145 |
| July 1, 1900 .....    | 2201 |
| January 1, 1901 ..... | 2104 |

Thus we are not back to the level of July, 1899, which was a far higher level than at any time since 1894.



# GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



\*\*\* This department is conducted and prepared by Mr. Joseph Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Vair, Vickers & Co., Barrie, Ontario.

This firm submit for criticism an artistically printed booklet; also a muslin underwear dodger. Both are very creditable.

Typographically, little improvement could be suggested, except in one particular—too many unimportant words are set in caps. For example, under silks and satins comes the word black, in 12-point Gothic lower case, followed by a long enumeration of weaves—bengalines, armures, etc.—in pica caps. The printers, probably, were not responsible. But this, at most, is but a slight blemish.

Another point. Very many of the quoted prices were even money figures, such as \$1.00 or \$2.00 a yard. The rest, for the most part, were either 50c., 75c., \$1.25 or \$1.50. This doesn't look "bargainish." Wouldn't it be better to quote \$2.00 qualities at \$1.95—even \$1.98? Wouldn't \$1.50 goods look much cheaper at \$1.48, and 50c. goods at 48c.? Even though they weren't bargains, or not claimed to be, wouldn't they look much closer priced? Of course, there's a difference in opinion on this point. Wanamaker, for example, being opposed to the odd-price policy. But Wanamaker can do many things it would not be advisable for another to adopt, and this may be one of them.

For popular trade no store in New York ever equaled the uninterrupted success of the Macy business. Though grand value was the keynote thereof, odd-price figures were no small factors. Forty-eight cents are only two cents cheaper than 50, but don't they look much less?

The Vair, Vickers & Co. whitewear circular was better than their booklet. 'Twas printed on fine paper and well printed. Illustrations were good, as was introductory. Moreover, the bargain news was there, and should have been resultful.

\* \* \*

Letters of Inquiry Answered.

The critic has received many letters from ambitious clerks throughout Canada and the United States making inquiry as to the probable benefit to be obtained by a course of study with the Economist Educational Association, of New York City. Not being familiar with the methods employed, we wrote to Mr. Helms, formerly of the Wanamaker advertising bureau, who now conducts the ad. classes in that school, asking for light on the subject. He thus replies:

Mr. Helms' Letter.

Dear Mr. Lister,—We have your letter of inquiry concerning our methods of teaching advertisement writing by correspondence. Let us say right here that we are instructing our numerous students with the utmost success in much more than mere ad. writing. The course comprises thirty-two lessons. Each of these instalments consists of some actual work for

the student to perform, valuable specially prepared printed matter on subjects pertaining to the general subject of advertising, and personal letters of explanation and advice along those lines which the student may most require special instruction. The exercises in the beginning of the course are for the purpose of teaching students in the matter of clear, forceful, accurate expression. This is done by means of criticism, explanations of the corrections, and cautions as to how to avoid a recurrence of these errors. Certain blanks are sent to the students to be filled out with as many synonyms as can be found by diligent search. The value of these exercises in increasing the student's vocabulary must be readily appreciated.

Lessons follow on type, rules and borders, on proof-reading, on newspaper and magazine space and rates, on booklets, circulars, posters, and so on; on lithographing and engraving, on the point system, on the numerous technical terms used in the advertising business. And in all these lessons the student's exercises are carefully examined as to the English therein employed, criticisms being made as in the first lessons, and explanations being sent in personal letters as in the beginning of the course.

It is hoped that this brief outline of the work satisfactorily explains our system, but we shall be very glad, Mr. Lister, to furnish further particulars concerning this course, if you will kindly specify which features are not clearly understood.

Thanking you for your kind interest in our school work, we are,

Yours, very truly,

ELMER H. HELMS,  
for Economist Educational Asso'n.

We know Mr. Helms to be one of the most capable ad. writers in this country. He served a long apprenticeship in that best of training schools for ad. men—the Wanamaker bureau, and the fact that the Educational Association secured him is proof that it intends to spare no expense in providing the best instructors procurable.

\* \* \*

The Necessity for Such Instruction.

Having been an ad. critic for some years, as well as an ad. writer, we have had exceptional opportunities for observing the utter inefficiency of most of the ad. smiths in the average dry goods store. Few merchants, successful in their business though they may be, have the faculty of writing

Montreal, May 23rd, 1901

We beg to inform our customers that the fire of May 5th, which completely destroyed our warehouse, will in nowise interfere with the delivering of our orders. The fire was stopped at the division wall between the warehouse and the factory and left the latter uninjured. Some of our lines of coverings cannot be duplicated for this season's business, but wherever a change is necessary we will submit new samples, and will promise that our customers' interests will not suffer.

Thanking you for past favors, we are,

Yours very truly,

*The Alaska Feather & Down Co., Limited,  
Montreal.*

## FOR SALE

# Straw Hat Works

QUEBEC, CANADA.

59 Sewing machines, 3 Hydraulic presses, 3 Tip machines, and many other machines; all tools for the manufacture of straw hats, everything new; abundant water supply; excellent shipping facilities; cost of operating small.

Surrounded with cheap labour; large two-and-a-half storey building, fully equipped with engine and steam power; immediate possession. For further particulars apply to

Estate **J. Arthur Paquet**  
Quebec, Que., Canada.

## THERE'S A DIFFERENCE IN GLOVES.



SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

**W.H. STOREY & SON**  
THE GLOVERS OF CANADA.  
ACTON, ONT.



**GOOD ADVERTISING—Continued.**

good ads. There are, of course, some exceptions—notably one, on this side the line—Robert C. Ogden, of the John Wanamaker firm. No ad. scribe that firm ever had, with perhaps one exception, could begin to write as catchy and forceful an ad. as could he. But in this respect he is lonesome. Few big merchants are good advertisers. In smaller towns and cities, of course, the ad. writing is done principally by the head of the firm. Even though he was fitted for the task, he has too many other things on his mind to permit of its concentration on that department. Now, here's a suggestion: You have some bright young man in your employment who has had a good education and may have shown some talent in writing. If you don't know of one, get up a contest for the best written ad. of the store. This will bring latent ability to the limelight. Then send the successful competitor to the training school referred to, or some other, just as good, if such there be. Our word for it, it will be one of the best investments, in the long run, that you ever made. We have no interest in making this recommendation other than the merchant's. We never visited the training school in question and don't know its manager from the proverbial hole in the ground. But even though the advice was interested, 'twould still be good. That would not change its character. But interested, it is not.

\* \* \*

**About Mr. Ogden's Recent Address.**

Writing about Mr. Ogden, recalls a most instructive address delivered the other evening by that merchant before a New York club of ad. writers. The man who would succeed in business should listen attentively, even reverently, to anybody who can tell him how to advertise. In the competitive race to day you must first have something that people want. Second, let the people know that you have it. The first undertaking is what is known as successful merchandising; the second is successful advertising.

For the sake of young men starting in business, and for the benefit of those whose business might be better, the critic proposes to epitomize some of Mr. Ogden's remarks in the address referred to.

Mr. Ogden in that paper paid the highest tribute to the power of advertising in itself. He then proceeded to reveal to his friends and competitors the results of his lifetime study of combined merchandising and advertising.

Advertising, according to Mr. Ogden, is to be divided into two distinct departments—general and special. You enter a community and appeal for support and patronage. First, you must contrive in the shortest possible time to let the greatest possible number of citizens know of your existence. That's GENERAL ADVERTISING.

Once you are known, once your cause stands for something and calls attention to the goods that go with it, you must begin your SPECIAL ADVERTISING.

The art of special advertising, Mr. Ogden continued, is to call particular and interested attention to the special thing or class of goods that you mean to sell that day. Teach the people to believe that your statements are accurate and temperate. Then find out what they want, get that thing for them, and through special advertising attract all of the people who want that special thing.

Small concerns require general advertising, which is the basis of growth. And if that general advertising is done

intelligently, it can be made remunerative and effective without the great outlays of the big houses well established.

In the preliminary stages of a business development, ideas and expedients must be resorted to that would be rejected in a more advanced stage. In building up a great clothing business in Philadelphia, Mr. Ogden sent up balloons; the man who caught one as it fell got a suit of clothes for nothing. He loaded a four-in-hand coach with boys, gayly dressed; sent that four-in-hand to quarters of the city in which such a thing had never been seen, and distributed circulars telling that at prices ridiculously low all could be dressed as gayly as those in the coach.

Such, he tells us, were the original steps in the upbuilding of a solid, serious business concern, now as firmly established as the Bank of England.

But the central idea in Mr. Ogden's address is this—that advertising, to bring results, must be systematically and intelligently divided into two great classes:

First, make all the world know in a general way that you are here and doing business.

Second, tell them in detail just what you have to offer and why they should deal with you.

\* \* \*

**Toys at Half Price**

But two days left in which to dispose of our tremendous stocks of dolls, toys, games, books, etc. To create an unusual demand we have cut the prices in two. We mention but a mere fraction of the phenomenal bargains.

|                                                                                  |      |                                                                                                            |            |
|----------------------------------------------------------------------------------|------|------------------------------------------------------------------------------------------------------------|------------|
| Large rocking horses complete with saddle, bridle and stirrups—worth \$1.50, for | 69c  | Iron trains, nicely painted, 3 work engine and tender, at                                                  | 25c        |
| \$1.50 Caron boards at                                                           | 1.25 | Writing desks with black board combination, worth \$1. at                                                  | 50c        |
| Large iron express wagons—worth \$2.50, go at                                    | 1.00 | Black boards, the 50c kind for                                                                             | 25c        |
| 12-inch China 18mo dolls, 80c at                                                 | 25c  | Large toy toys, including bank and ladder fire engines—worth \$1. for                                      | half price |
| British kid body dolls, jointed limbs, 50c at                                    | 25c  | All the newest games at half price.                                                                        |            |
| Toy laundry sets—worth 50c at                                                    | 25c  | Several pieces of choice toy furniture—worth up to \$4.00—                                                 | half price |
| Trains with metal rims and sheep skin heads, at                                  | 25c  | Three imported magic lanterns, purchased from the New York Custom House, and worth fully \$5.00 each—go at | 20.00      |
| Foot stools a complete outfit worth \$5. for                                     | 39c  |                                                                                                            |            |
| Complete set of ten ping-pong balls, polished to size for                        | 50c  |                                                                                                            |            |

**Special Bargains in Books and Bibles.**

|                                          |                                    |
|------------------------------------------|------------------------------------|
| \$1.40 copyright books, 25c              | 25c picture books at 5c            |
| 50c and 75c cloth bound books, 15c       | 50c picture books at 10c           |
| 15c bound books, worth \$1. at 50c       | 10c picture books at 15c           |
| 10c cloth bound books, worth 50c, at 50c | \$1.25 leather bound Bibles 50c    |
|                                          | \$2.00 leather bound Bibles \$1.25 |

**Statuary-Art Goods**

All that is left of our fine stock of pictures, bronzes and art statuary—\$1. at less than

**Cups and Saucers**

Handsome china cups and saucers worth 25c, 50c, 75c, and beautiful enameled cups and saucers, worth 50c, go at

A Novel Way of Using Cuts.

It not only saves space, but makes an attractive border.

\* \* \*

Bell & McEachern,  
Stayner.

Dear Sir,—We beg to apologize for our delay in not acknowledging your criticism ere this. We thank you for same, and also for your kind offer to make suggestions for headings. We must differ from you, however, as to the utility of circulars. We use the local paper continuously, sometimes running half a page, but usually less; we use the despised (by some) fences and posts in the country; we have also mile posts on the leading roads, and we use fly sheets; but for direct results we have found the circular as effective as any, and we don't use blank cartridges in our newspaper work either.

We think that while there are general principles which, in the main, govern all successful advertising, yet, after all, local conditions vary, and it is impossible to determine pre-

23-in.  
and 27-in.

# JAPAN TAFFETA

WHITE, CREAM AND BLACK: ALSO COLORS.

NOW IN STOCK.



## K. ISHIKAWA & CO.

24 Wellington Street West

TORONTO, ONTARIO

## The W. R. BROCK COMPANY, Limited

LATE JAMES JOHNSTON & CO.

Corner St. Helen and Recollet Streets,

**MONTREAL.**

## The Great Assorting House of Montreal.

GOODS:--Now being passed into stock.

SAMPLES:--In the hands of our travellers.

Camels Hair  
Covert Cloths  
Albatross  
Ladies' Cloths  
Granite Cloths

Poplins, Sicilians  
Black Lustres  
Black Prunelle  
Peau de Soie  
Black Taffetas

All-Wool  
Printed  
French  
Flannels.  
Black  
Velvet  
and Satin  
Ribbons.



**GOOD ADVERTISING—Continued.**

cisely what is best adapted to any particular locality unless one is acquainted with it. We are glad, however, to have your opinion, and further experience may incline us more to it.

Thanking you again for your prompt response, we remain,

Yours truly,

BELL & McEACHERN.

Stayner, May 18.

\* \* \*

## Muslin Undergarments and Wash Skirts.

We submit for Monday a list of special values that is as good, from every point of view, as the best we have yet offered this season. Read every line—it will pay you:

|                                                                                                                                     |      |
|-------------------------------------------------------------------------------------------------------------------------------------|------|
| Women's Muslin Gowns, lace or embroidery trimmed, with Hubbard yoke at .....                                                        | 38   |
| Women's Cambric Gowns, surplice hemstitched neck, trimmed with tucks and six rows of insertion; worth 98c., for .....               | 69   |
| Women's Muslin Drawers, with lawn ruffle, trimmed with Valenciennes edge and insertions, 3 clusters of tucks, at .....              | 49   |
| Women's Muslin Drawers, with tucks and embroidery ruffle, the best 50c. drawers in the market; here to-morrow at .....              | 38   |
| Women's Muslin Corset Covers, of a fine quality, with torchon edge trimming and pearl buttons, at .....                             | 19   |
| Women's Wash Skirts, of blue striped seersucker, with two bias ruffles on flounce, excellent value at .....                         | 98   |
| Wash Skirts—All styles, lace trimmed. Special for Monday, a Wash Skirt of Madras Cloth, 3 ruffles, with torchon lace trimming ..... | 2.25 |

This box rule is used by Siegel Cooper Co., New York, and proves very effective—especially in a page ad.

\* \* \*

Go home and think it over. Go elsewhere and compare; and if the prices don't suit, come back and get your money. ♣ That's fair, isn't it? ♣ ♣ ♣ ♣ ♣ ♣ ♣

Well worded and equally well displayed, isn't it?

\* \* \*

## There Is No Better Ready-made Clothing Than We Sell and There Are No Prices As Low As Ours.

Another chapter concerning Clothing—Ready-made Clothing for men and boys. The retail clothier who operates a factory might be justified in claiming special superiority for his products. Such a claim would probably be out of tune with truth, but the facilities at command would lend color to the statement.

There are several manufacturing tailors in America—vast organizations—that do the business as well as it can be done. Great, strong, progressive concerns with a right comprehension of their obligations and possessing the capacity and conscience to meet them. The Clothing manufactured

by such people is not restricted to any single dealer—or to any hundreds of dealers. The market is open. It's a free field, where taste, outlet, capital and ability to take advantage of any unusual chance are the things that count.

Any retailer who alleges, by covert implication or direct expression, to sell better clothing than hundreds of others are selling, provokes laughter. No one accepts the claim seriously. It is too droll.

However, such efforts to impose upon the credulity of the public would discount the influence of frank advertising were they not so transparently untrue.

All-wool materials, reliable linings, firm paddings, smart styles and splendid workmanship are not limited to the Clothing sold by any one particular house.

There are probably more than twenty-five stores in Greater New York where you may buy the richest Ready-made Clothing produced.

Every perfection possible to Ready-made Clothing may be seen in the goods of several makers. We and dozens of others pass them to you.

So much for the bald assumption of monopolizing all the elegance and excellence in Ready-made Clothing.

## The Macy Claims.

For very sound reasons we are enabled to sell fine Clothing cheaper than others.

Our system of selling for cash, giving no discounts or commissions, combined with an economical administration of the business is well-known. We exert ourselves to keep prices down. Every expense that bulges the profit is eliminated whenever it can be done. No lavishness. That's the most generous method for the masses. Giving commissions and discounts is not liberality. It's a form of unjust discrimination—taxing one customer at the cost of another. For every one, when he thinks, must know that these "take-offs" are included in the original price.

But why recite arguments to prove our prices are lowest? The great, overshadowing fact remains that they are. Make comparisons:—

No bad, this—were it shorter.

\* \* \*

## To Keep up The Interest and Excitement

In our Millinery Department, we have some new surprises for our patrons this week.



To Make This Week the  
Busiest Yet, We Make  
the Following Extraor-  
dinary Offers:

**\$1.98**

For choice from a splendid collection of regular \$3, \$3.50 and \$4 Trimmed Hats; all hand-made on wire frames—tastefully designed in all the newest colorings.

### Ladies' \$5 and \$6 Trimmed Hats—

Ladies' handsomely trimmed hats, designed after the latest improved models—trimmed with all the most stylish materials in the newest shades; special for this week, at only

**\$3.98**

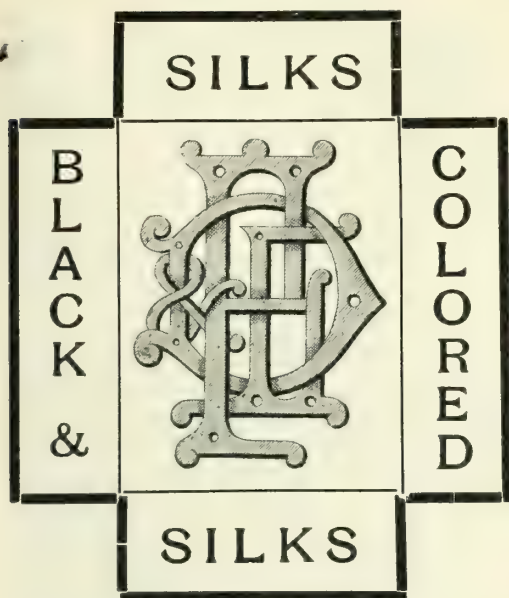
### Special Offer of Flowers and Foliage

|                                                                                 |                                                                        |                                                                                         |                                                                                      |
|---------------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 5,000 bunches<br>choice Roses—3<br>in a bunch—the<br>39¢, and 50c.<br>values at | 6,000 bunches<br>Foliage—natural<br>effects—29c. and<br>30c. values at | 4,000 bunches<br>Amer'n Beauty<br>style Roses—all<br>the nat'l shades<br>50c. values at | 10,000 handsome<br>large imported<br>Roses, with bud<br>and foliage—\$1<br>values at |
| <b>15c</b> Per<br>Bunch                                                         | <b>15c</b> Per<br>Bunch                                                | <b>15c</b> Per<br>Bunch                                                                 | <b>15c</b> Each                                                                      |

An excellent model of effective display.

On May 4, one of Australia's foremost dry goods merchants, Mr. John Munro Bruce, died in Paris. Mr. Bruce was an Irishman by birth, and went to Australia when quite a young man, taking a position in a Melbourne dry goods house. He afterwards became a partner in the firm of Laing & Webster. Mr. Webster retired, another partner was taken in and the firm name changed to its present style, Paterson, Laing & Bruce. His death will be felt keenly by the trade in Australia, for he was among its most popular members, as well as being one of the most able men in the business.

# DEBENHAM & FREEBODY



## Scarce Goods

NOW IN STOCK AT TORONTO BRANCH:

Taffetas, Silk Grenadines, Peau de Soie,  
Plain English Silks, Satin Mervilleaux,  
Chiffons, Tulles, Lumineaux, Roman Satins,  
Satin Duchesse, Taffetine, Satins, Ribbons,  
Laces, Black Electro Satins, Linings.

BLACK, CREAM, WHITE AND ALL SHADES.

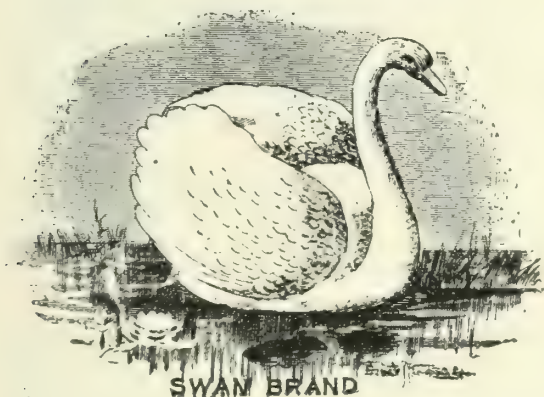
## DEBENHAM, CALDECOTT & CO.

45 Yonge St., TORONTO

Also at LONDON, PARIS, LYONS, BERLIN, ROUBAIX, ST. ETIENNE, MANCHESTER, DUBLIN,  
BRUSSELS, NEW YORK, MELBOURNE and SYDNEY.

# THE TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO.



**Bed Pillows** (14 different qualities)  
**White Cushions, Cosies**  
**Down Comforters**  
**Silk Floss Comforters**  
**Cotton Comforters**

FALL SAMPLES ARE NOW BEFORE THE TRADE.

We attend to every order promptly, and will be pleased to mail  
price lists on application.

## The Toronto Feather & Down Co., Limited



# Waists

Silk, Cotton, Flannel,  
and Linen.

THE manufacturers of waists continue to give those optimistic reports of the waist business that we have reported in our last few issues. The demand for late Spring waists still continues to be felt in the midst of a heavy trading in Summer goods. This shows the tendency of the hour—to buy lightly and often, relying upon the ability of the manufacturers to make quick shipments in reply to mail orders. This policy may often lead to disappointments, but the retailer who adopts it runs less danger of losing money on stocks that are not sold when they are fashionable. Dead stocks are, above all things, to be guarded against, and one cannot be too careful in one's purchases of waists.

## THE EXPENSIVE WAIST.

We would particularly urge caution in the buying of Fall goods of the expensive order. At present the demand is



An Applique Effect designed by the New York  
Silk Waist Manufacturing Co.

running upon a variety waist trimmed in many fancy ways. The effects are beautiful in the extreme, but at the same time these goods are among the most dangerous a dealer can stock. He can safely buy a few such waists, but he must not attempt to run through a season on the one line. Remember, fashion changes fancy goods in the twinkling of an eye.

By this warning we do not wish to discourage trading in waists. Their vogue is too predominant to justify an attack on them. Moreover, their popularity is constantly increasing as the development of machinery and the growing skillfulness of the operator enables the designers to make the shirt waist to such a perfection that nothing can excell it in style or workmanship. In doors and out of doors it is worn, in public places or family circles, in shops or factories, here, there and everywhere, till it has come to be regarded as staple as the piece dress goods.

## SUMMER WAISTS.

As the Summer trade comes upon the retailer he finds that this is not going to be quite so much a white season as he expected. White goods certainly are in the lead, but the number of orders he must send in for colored waists, particularly in silks, is by no means small. The grass linen waist has somewhat injured the sale of the white waist. The demand for flannel waists keeps up remarkably well and this is regarded as an indication of a large trade in the beautiful effects that are being brought out in flannels for Fall wear. In white goods the biadere front is regarded as the leader, while, for a trimming, tucking seems to be displacing, in many cases, the insertion goods that have been shown all along. It is said that the straight-front waist is not yet popular with the Canadian public, but better results are expected with it in the Fall. Linen waists are raging both here and in New York.

## THE TRADE FOR FALL.

But, for Fall, the styles show some radical departures from those of the Spring. In staple goods, the Bishop sleeve will continue, but in the better goods it is developing into a shirt sleeve, leaving some vestige of the Bishop effect. The dress sleeve, especially the soft, dressy cuff, will continue, while a Butcher sleeve will be one of the newest things shown in sleeve styles. The flare cuff is very popular, and will probably remain so. It looks very pretty with an open, buttoned, tight-fitting wristband and trimmed with the Persian effects or velvet ribbons that are to be so stylish. French backs will be continued, but yokes and yoke effects will be shown. Box plaits and stitched straps will be developed in different widths. Scalloped box plaits are as good as dead. Open-work is looked for, and, as Winter waists must be lined, the lining must be the same color as the goods.

There is to be a great deal of needlework on Fall waists. Soutache braiding is very effective in scrollwork filled in with floss stitched on the goods after they are made up. This stitching is very effective in the same or contrasting colors, and will be one of the features of the season. There are two kinds of collars shown, the stand-up-turn-down and L'Aiglon. Both will be trimmed with Persian effects, and will be accompanied by neat little ties in flannels and silks. Gold and silver tassels are also mentioned. In trimmings, steel represented by steel will take the place of gold represented by brass. Black stitching on white or white on black are appropriately taken to furnish nice trimmings. Malo-Russian embroideries in cuffs, collars, belts and box plaits are also shown as a coming garniture.

As for colors, the manufacturers are trying to make white first, but it is not likely that it will overreach black. Medium red will be a good color, as well as gold and old gold. The staple shades of the past season will continue.

## MATERIALS.

Taffeta will again be the leading silk for Fall, and in plain effects. There are some new goods shown, but, on analysis, they all simmer down to taffeta. There is a peau-de-soie silk shown with a taffeta finish, which gives a lustrous effect that ought to take well, as it is serviceable. Louisine is also being imported by the manufacturers. The pure lustre itself is coming to hand, and is being heralded as a "good thing." Certainly the tendency in feminine taste is running to shiny goods.

## VELVETEENS.

Velveteens will be a big feature of the Fall dress goods season, and the waist manufacturers are not negligent of the fact. They will be shown not only in plain goods, but also in polka-

The Shield Brand



Perfection Waists.

BUT

Our Fall Line of Perfect-Fitting, Quick-Selling

**WAISTS**

IN ———  
 SILK, FLANNEL,  
 SATIN, LUSTRE,  
 VELVET, VELVETEEN,  
 and SATEEN can't be beat.

Our travellers are now showing them—WAIT.

**The New York Silk Waist Mfg. Co.**

10 't. Helen St., MONTREAL.

**Merchants!**You **SAVE MONEY** by using**KIRK'S PATENT****HAT AND  
CAP RACKS.**

They Display Most Exquisitely  
**HATS AND CAPS, DRY GOODS and  
 GENTS' FURNISHINGS**

and, in doing so, take up no table, counter,  
 or floor space.

DROP A CARD FOR ILLUSTRATED BOOKLET TO

**E. J. KIRK,** BRACEBRIDGE,  
ONT.**WE MANUFACTURE****PLEATED BELTING**

Trimming and Notion buyers are notified  
 that we are making all the desired widths  
 in Folded Beltings. : : : : :

**SATINS, SILKS, PIQUES, AND LINENS.****PHILLIPS & WRINCH**

Sole distributors of the **LORRAINE LOOP**, the biggest-selling  
 Belt Novelty ever put on the market.

**QUEBEC—74 St. Joseph Street.****5 Wellington St. West, Toronto****OTTAWA—193 Sparks Street.**



dot effect. They will be trimmed with taffeta ribbons under the tucks, and will sell from \$2.75 to \$5. They are coming in all colors, and may be accepted without hesitation.

#### FLANNELS.

French opera flannels are the real materials for Fall waists. Some people are vulgar enough to call them the "hot stuff." They come in dots, stripes, plains and fancy printings. The plain goods are to be trimmed with taffeta ribbon under the tucks. Piping bids fair to be popular in flannel waists, while the Raglan sleeve in these goods is also mentioned by the designers. A heavier tuck seems to be wanted in flannels, and, one might say, even in all waists. Certain it is, we shall see much ruffled tucking this Fall.

#### TRADE NOTES.

The American Silk Waist Manufacturing Co., Montreal, realizing the growing tendency to wear silk garments, have decided to enter into the manufacture of silk coats, silk skirts and silk undershirts. As soon as the new quarters which they have taken have been fitted up with new machinery, samples of high-class goods in these lines will be laid before the trade.

Mr. LeMaistre, of Stewart, Allan & LeMaistre, Montreal, has been on a business trip to the Maritime Provinces during the past six weeks. He reports trade very satisfactory, particularly in his new biadere-front shirt waist.

Mr. J. Bachrack, of The American Silk Waist Manufacturing Co., has been on a trip through Ontario this week visiting the principal business centres. This month he goes to the Maritime Provinces.

The American Silk Waist Co. will show a big variety of waists for the coming Fall. They expect their range will be

more handsome than any that have been shown to the Canadian trade. During the past month, this firm have taken another flat in their building, materially increasing their capacity. Their plant is being rushed at full speed to supply the assortings of the late Spring. The designer and his assistants have the new models for the Fall ready, but they will not be shown to the trade until the middle of June, when the full line of samples will be ready. In reply to a question as to what was coming, Mr. Carrs briefly replied: "Everything will be new—new designs, new materials and new trimmings."

Tooke Bros., Limited's blouse department, under its new management, is making great strides. Already an additional table filled with operators has been put up in a silk and flannel department. Travellers are out with their Fall range, embracing all qualities, from ordinary flannellette at \$6.50 per doz. to the finest French and Austrian flannels made in the most artistic way. Their samples of silk blouses show good handicraft, and range in price from \$18 per doz. to \$12 each.

The New York Silk Waist Manufacturing Co. have put nearly all the finishing touches to their line of samples for Fall. Mr. Mishkin claims that it ought to meet all the requirements of any retailer, and it is at that ideal he aims. Their line of sateens at \$15 is exceptional value. The imitation taffeta which has been received by the trade with marked favor will be made well on into the Summer, as the demand shows no signs of falling off as yet. One specialty which several of the large stores employed as a \$5 leader this Spring will be continued in stylish form. It is a good-quality taffeta waist, all hemstitched, and comprising the most fashionable touches.

The New York Silk Waist Manufacturing Co. have just issued their taffeta shade card, which should be had by all the dry goods trade. They are making the necessary arrangements to fill all orders in future in 5 to 15 days.

### HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " " .....             | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " " .....             | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |

**ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.**  
Consisting of 126 Steamers Aggregating 450,000 Tons.

### BEAVER LINE

Regular Weekly Service between Montreal and Liverpool.

| From<br>Liverpool. | STEAMERS.            | From<br>Montreal. |
|--------------------|----------------------|-------------------|
| Tuesday, May 21    | LAKE CHAMPLAIN ..... | Friday, June 7    |
| " " 23             | LAKE MEGANTIC .....  | " " 14            |
| " June 4           | LAKE SUPERIOR .....  | " " 21            |
| " " 11             | LAKE SIMCOE .....    | " " 28            |
| " " 18             | LAKE ONTARIO .....   | " July 5          |
| " " 25             | LAKE CHAMPLAIN ..... | " " 12            |
| " July 2           | LAKE MEGANTIC .....  | " " 19            |
| " " 9              | LAKE SUPERIOR .....  | " " 26            |

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

\*The Lake Superior carries Second Cabin and Steerage passengers only. FIRST CABIN—Single, \$52.50 and upwards. Round Trip, \$99.75 and upwards. SECOND CABIN—Single, \$35 and upwards. Round Trip, \$68.88 and upwards. According to steamer, location and number of persons in room. STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

**ELDER, DEMPSTER & CO.,**  
6 St. Sacrament St., MONTREAL.

THE

### CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO

### DYEING DRY GOODS AND MILLNERY

Dry Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.

158½ King St. West, Toronto.

123 Bank St., Ottawa.

47 John St., Quebec.

# STAPLEY & SMITH

128 London Wall, E.C.,  
LONDON, ENGLAND.



## MANUFACTURERS



Our Various Departments:

Ladies' Underclothing  
Baby Linen

Infants' Pelisses,  
Frocks and Costumes

Ladies' Colored Skirts,  
Shirts, Silk Blouses,  
Etc.

Dressing Gowns and  
Jackets

Corsets

Infants' Millinery

Swiss Embroideries

## "ALPINE" UNDERWEAR

-- FOR --

### Ladies and Children.

Canadian buyers while in London are cordially invited to inspect our extensive stock of high class goods, or we will be pleased to send to merchants in Canada copies of our catalogue and quote prices.





#### The Present Retail Trade.

The May hat trade has been one of the best yet. The comparatively cold weather which has prevailed in most places has tended to prolong the sale of felt hats, and all kinds, except the extremes in style, have gone well.

The Duke of York is still a good seller, and will likely remain so until straws commence to be worn. Soft hats in greys are going remarkably well. The tendency is toward a flat brim. The darker shades have been going the best all through the month, but warm weather is bringing out lighter colors, and, along with the straws for Summer, there will doubtless be a demand for soft hats in the very lightest shades of grey.

Some new shapes in soft hats arrived toward the last of the month. In one the crown and brim is modelled something after the style of the Duke of York stiff hat. When the crown is creased this hat presents a very dressy appearance. The color is pearl. Along with this hat there is the New Rose. I saw this in the W. & D. Dineen Co.'s, and it is new and pleasing. It has a new edged trimming in pearl, and the band is in the color of the hat, with self-colored vertical stripes. They show a two-color hat, which is a fine specimen of workmanship. One of the hardest things in the manufacture of hats is to properly blend two colors so as to produce by the combination a new shade. In this hat the result has been very satisfactory, and a steel grey has been produced, which is already becoming popular. The trimming is in a lighter shade. Among the very lightest shade hats Dineen & Co. find a good demand for one with a high crown and not too wide brim. This is being worn by middle-aged men, who are more conservative in their tastes than the younger ones. They will not take up the flat crown styles so quick, preferring to keep nearer to the former shapes, and this hat is just what is wanted. It is in a very light grey, with white band and binding.

The new straws do not show a great deal of change from last year. The rough straw hats are likely to go best. Shapes in these are of a plain sailor style. In fine straw a white, bleached hat will be found to be all right.

The Alpine straw hat, something after the shape of a fedora, gives indications of being worn more than last year. It is being made in a different straw, and is expected to be worn, not only by the older men, as last season, but by young men also.

For the more expensive class of trade, genuine split Panamas are spoken of as likely to be in great demand. The split Panama is one of the lightest hats it is possible to make. It will be shown with a larger brim and higher crown than formerly. The split Panama is also made after the style of the golf-shaped fedora, and makes a neat, good-looking hat.

Though on some rough straws there will be fancy bands of a modest nature, plain blue and black will prevail. The Panamas will be mostly worn with the usual plain black ribbon.

#### The Duke of York Hat.

The new Duke of York hat is, in a measure, a revival of the old English style, worn about the middle of the 18th century, but the present hat seems to be more of a Paris fashion than one of London. Visitors to these cities are struck with the difference between the two places in this regard. In Paris it may be seen very frequently, but in London, they say, it is rarely worn. In many of these hats, which have undoubtedly been manufactured in New York, may be seen the stamp, "Made in London." This should be a consolation to Canadians who are wearing hats which have been made here, but which are marked "Made in New York" in order to sell.

#### Latest American Reports.

The rains of April and the consequent flood of perverse conditions make the Spring season of 1901 a lost division of time—a season in name, but not in fact harmonious with the title; and May has passed without a realization of the hopes centred in the month, or a material change for the better. We must now look forward to the Summer trade, which, we trust, will be active and generally satisfactory.

Indications for the Fall season point clearly to an enlarged consumption of stiff hats, as compared with the closed and past seasons; the orders already secured are larger than they were a year ago, and the demand is increasing. Prospects are encouraging to all interested.

Those who look about them as they pass to and fro through the city, on Broadway, Fifth Avenue, and elsewhere, must be strongly impressed with the remarkable popularity of the Duke of York hat. It proved a great thing for Spring, and the stiff hat trade, and is doubtless too good to be laid aside in 1901—and there is a good stiff hat season yet to come in the first year of the new century.—New York Hat Review.

#### The Trade in New York.

The absence of a demand for stiff hats in colors has considerably reduced the output of stiff hats for the present Spring season. The matter will doubtless work out all right in time, as the renewed demand for colors will come concurrently with a demand for new styles, which means a general request—orders in number and magnitude worth while designating as good.

The hat known under the title, Duke of York, has been the success in stiff hats for the Spring season of 1901, and the sales continue active right up to date. We have argued for several seasons past that a new style was wanted, really needed, and that its production would infuse new life into the business; one new style may make a fair Spring; two or three new styles, "different from the rest," would develop a prosperous Autumn trade.

It is the latest styles that sell—we have said it many times, and passing time has proved the assertion true. The Duke of York hat will doubtless run well this Fall; two or more companion styles, new and attractive, would prove good running mates.—The New York Hat Review.

#### Notes.

The Westside store, Victoria, B. C., recently made a handsome display of furs which attracted much attention. The furs included coats and jackets in South Sea seal, ermine, chinchilla, and stone-marten, with capes, collarettes, and muffs to match. Several opera cloaks, lined with grey squirrel and trimmed with such furs as white thibet, bear, black thibet and national lynx, were also shown. One of the Eton jackets in South Sea seal was the winner of the gold medal at the Paris Exposition.

Some United States hatters are worried over the prospect of a straw hat trust, which, it is said, will be capitalized with

Our Travellers are now on the road with a full line of Fall Samples. They carry some **Exclusive Lines.**

It will pay you to inspect them before placing orders. No better values will be offered to the trade by any house this season.

**HATS**  
and  
**FURS**

**EDGAR,  
CORISTINE & CO.,  
MONTREAL.**

517-519  
St. Paul St.

Special attention given to letter orders.

Successors to GREENE & SONS COMPANY.

**J. ARTHUR PAQUET**  
Quebec, Que.

*Offers the Trade the most complete lines of*

Staple Lines in Furs,      Fur-Lined Garments,      Opera Wraps and Novelties

at the right prices. We will be glad to learn of your needs. All inquiries or orders sent direct to factory or to any of our branch offices will receive the very best attention.

**J. ARTHUR PAQUET, = - Quebec, Que.**

SAMPLE ROOMS { 5 Victoria Square, Montreal.  
52 Bay Street, Toronto.

Main Street, Winnipeg.  
338 Hastings Street, Vancouver.

## A Sinking Fund.

Northway Garments build up for your business a sinking fund of good-will. The looks of Northway garments keep them saleable in your showroom, and keep for you the good-will of your customer. Your customer comes to you to buy again and one profit means subsequent profits cost you nothing, like the increased sinking fund that pays off the matured debentures of a municipality. Northway shape keeping garments bring them to you.

The shape of Northway garments is in the cutting, and the careful workmanship. The cloth in every garment is properly refinished, shrunk, shaped and stayed. You make as wide a margin on them as you make on ordinary garments. But you get for your customer perfect satisfaction—his continued trade.

Northway garments are made in hundreds of numbers this year. You have more to choose from than ever before. You can get Northway repeat orders promptly. And every garment, small or large, keeps its shape.

Hold your orders for our travelers. There is a radical change in Winter styles. These styles are shown in shape-keeping Northway garments which cost no more than ordinary lines.

Carry them. Hold your orders till you see them.

**JOHN NORTHWAY & SON, Limited,**  
Shape-Keeping Garments, - - Toronto.



**HATS AND CAPS—Continued.**

\$12,000,000. Others declare that such a trust could not live. The result of it, they say, would be that instead of having many styles and shapes, there would be a uniformity about the hats that fashion would not submit to. A prominent manufacturer says that, if formed, the trust would affect the retailers more than the wholesalers.

The firm of J. Arthur Paquet, Quebec, under its new management, report business to be running in first-class order. The sales of Fall goods, so far, are much above those of last year. This is proof that the range is all we claimed for it when we spoke of it two months ago. Their furs are dressed according to the best methods of treatment, while the styles are right up-to-date.

**SOME WISE BANKING PROVISIONS.**

THE bank failures of past years in Canada, consequent upon the dishonest practices of some of the bank officials, have led The Canadian Bankers' Association to frame by-laws to protect shareholders and poor depositors from future occurrences of the kind, and these by-laws, having been approved of by the Dominion Government, will now govern the banks throughout Canada.

In regard to note circulation the by-laws provide that a monthly return shall be sent in to the President of The Canadian Bankers' Association by all banks doing business in Canada, showing the condition of their note circulation; and, if any notes have been destroyed, the monthly return must contain certificates signed by at least three of the bank's directors and the chief executive officer stating that the notes were destroyed in the presence of those persons who sign the certificates.

Annual inspection of the circulation accounts of every bank doing business in Canada must be made by some persons appointed by the Executive of The Bankers' Association, who may also order an inspection of the circulation accounts of any



THE LATE SENATOR J. ARTHUR PAQUET, QUÉBEC.



MR. G. A. VANDRY,  
General Manager Estate late Hon. J. A. Paquet.

Messrs. J. & A. Anderson, for many years hat manufacturers in St. John, N.B., have opened a store in that city for the retailing of their goods. Their factory is in connection with the store, and all repair work will be made a special feature of the business. The store has been renovated and fitted up with shelves and dust-proof cases of polished sycamore. Along with the hats of all kinds, they will carry a complete line of furs.

Mr. E. J. Kirk, Bracebridge, Ont., has obtained a patent on a hat and cap rack which should find favor with all merchants who handle hats, as it is very handy, displays the hats to the very best advantage, and the price is within reach of all. The very small space they occupy is another of their advantages. Dealers should send for Mr. Kirk's illustrated booklet.

bank at any time. The President of The Canadian Bankers' Association must forward to the chief executive officer of every bank in Canada a copy of the monthly statement of the circulation returns of all the banks.

Regarding the appointment of curators the by-laws state that a curator must be appointed by the President of the Association or, in his absence, by the acting president. The executive council may at any time remove a curator from office and appoint another in his place. The curator must furnish such returns or reports of the bank as the president or executive council demand. His remuneration is to be fixed from time to time by the executive council.

When a bank fails, and a curator is appointed, the president must appoint an advisory board of three members, selected as far as possible from the chief executive officers of the banks where the failure has occurred, and the curator must get the sanction of this board before taking any important steps in his duties. With their consent he may employ as many persons as are needed to perform the work.

# HAT SPECIALS.

Our Hat Floors must be cleared during the month of June, and we offer special inducements in the following lines :

**LINEN HATS**—\$3 50, \$4 00, \$4 50, \$5.00, \$5 50

**LADIES' STRAW SAILORS**—\$1 75, \$2 25, \$2 75, \$3 00, \$3.50, \$4 50, \$5 50.

**CLOTH CAPS, Summer Weights**—85c., \$1.25 \$1 75, \$2 00, \$2.50, \$3 00, \$3 50.

**A SPECIAL LINE OF MEN'S STRAWS TO CLEAR :**

**JUMBO BRAIDS**—\$4 00 to \$6.00.

**HARVESTERS**—90c up.

**STIFF HATS**—\$7.50, \$9 00 \$10 50, \$12.00, \$13 50 to \$18 00.

A special line of **Milner's Fedoras**, in all colors, \$16 50 and \$18.00.

We also carry in stock a full line of **Stetson's** hats in all shapes and prices.

Letter Orders filled same day as received.

Special dating for June purchases.

**JAMES CORISTINE & CO., Limited**

Sample Rooms at 459 St. Paul Street.

62 and 64 McGill St., MONTREAL

## TOURIST TRADE

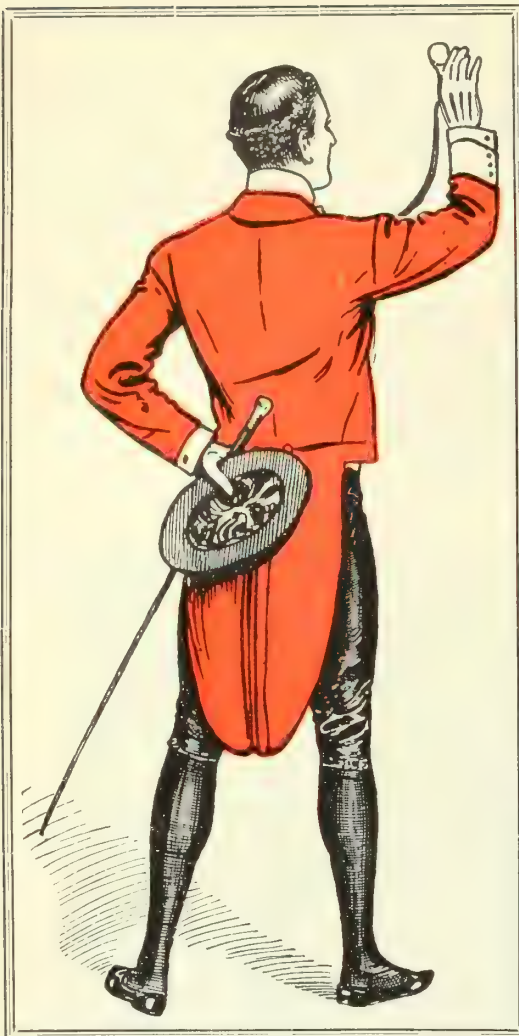
THE usually "dull" summer months might be a regular harvest of trade if you showed an attractive line of **Souvenir Articles** to the Tourists and Visitors that come to your town. We make a specialty of this branch and are showing hosts of suitable articles—Novelties in China, Shell, Pearl (with inscription), Cameo Ware, Scotch Ware and Enamelled Patriotic Jewelry.

Write for Special Catalogues.

..They fully illustrate and describe Souvenir Articles...

**NERLICH & CO.,** 146-148 Front St. West,  
(Opposite Union Station) Toronto.





## Men's Furnishings.

THOUGH for the most part May was a cold month, still, during the latter part of it, some early Summer goods moved freely, and during the last few days a good trade was done on some of these lines. It is not always a desirable thing from the standpoint of the dealer in men's furnishings that the seasons should change rapidly, but had May not been quite so slow in bringing warm

and white polka dot patterns are well liked, and so are small grey checks. In other colors the checks are slightly larger, but all are of a small pattern. Colors are mostly modest, though the cheaper class of trade is taking some very gaudy things in color and design. The bows sell for 25c. as a rule. But the Windsor bow is not the leader. That place is still occupied by the narrow derby, which, for a neat, dressy effect, can't be beaten. One or two dealers still continue to show whole windows full of derbies in grey checks; though nearly all the others inform me that they are not going exceptionally well. Other shapes, besides the derby and Windsor bow, are in poorer demand, and there is no color that can be said to be a leader. Patterns are more in stripes than anything else, though a good quantity of designs in spots and figures are shown.

There appears to be more of a liking for light colored ties this season than last. Perhaps they will acquire something of the popularity which belonged to them three or four years ago. Batwings are going fairly well and string ties have their purchasers, but neither are up to the narrow derbies.

### COLLARS.

American manufacturers are showing some new shapes in the wing collar, which they call the Fall style. There are not a great many shown here yet, though the majority of dealers think that they will take the place of the high turn-down collar. The latter, they say, will not last another year. But others give the high turn-down collar a longer time to run. They extend it through the Winter. The wing collar, with its open front, is certainly not as desirable a shape for Winter wear as the high turn-down collar, which is also a great protection to the throat, and there are many who think that if a change is made from one to the other it will not be till next Spring or Summer. Whether it lasts through the coming Winter season or not, there are too many indications of its losing its popularity for the belief, which some dealers express, that it "has only commenced." One of these is the new wing collar, which is beginning to be placed on the market. The flaps of this collar are neither very large nor very small, but are of medium size, leaving a moderate spacing at the tops. In the few shapes shown there is little difference, a slight variety in the cut of the flaps about covering it. It is likely that both square and round points will be shown, though at present the demand—a growing one—is for square points. The low fold collar, it is said, will be worn during the Summer. This may be possible, as people look more for comfort during the hot weather, but there are very few indications as yet of its being worn, and it need surprise no one if the old high band continues with unabated popularity through the Summer. There is a steady demand, though not a large one, for the straight standing collar.

### COLORLED SHIRTS.

There is not much to say about colored shirts, except that they have been and are still going very well. The present patterns in the vertical stripes seem to be well liked, and though there is a preference for narrow stripes, the demand for wide stripes and alternating wide and narrow is on the increase. Lately some new designs have appeared with fine lines mingled with wider stripes, and they sell pretty well. There are not as many of the ox-blood shirts showing, though

weather, the men's furnishing trade would have been much better. But the continued cool weather helped the clearing out of Winter goods at low prices, and the business done in this line was much greater than it ordinarily would have been. The presence of chilly weather apparently served to remind people that there would be more of it in the Fall, and they were more willing to purchase goods for that season than they would have been had Summer weather prevailed.

Light balbriggan underwear and Summer ties and shirts, however, look unsavory in such weather, and dealers have frequently been puzzled to decide just what to put in their window displays. The result was generally a mixture of Winter, Spring and Summer goods. Now, however, the heavier goods are fast disappearing and articles for Summer wear are taking their place.

### THE NEW BOW.

The feature of the month, if there was one, was the removal of any doubt that dealers may have entertained as to the success of the new Windsor bow. Contrary to the predictions of many, this tie is being taken up rapidly, and may be seen worn by very many people on the street. It is selling much the better in the made-up-bow. There is a difficulty in tying a really good Windsor bow with this tie that the average wearer will not put up with, so he buys the ready made bow, as it has almost as good an appearance. The new clasp introduced lately is a "go." These bows were not intended for ladies' wear, originally, but are being adopted by them to wear with the high turn-down collar, and dealers should push their sale with ladies as much as possible. They are more of a ladies' tie anyway. The best of the trade in these bows runs on small patterns in spots and checks. Blue

[illegible]

WINDSOR, ONT.



**MEN'S FURNISHINGS—Continued.**

it cannot be said that the sales on these are decreasing to any extent. Darker grounds and stripes are liked better than the very light or white grounds. In some of the best places a number of designs, mostly small spots or very fine stripes on white grounds, are being sold off at reduced prices. The demand is for shirts with more strength in the colors.

In soft shirts the new pleated styles are going well. These have in most cases alternating wide and narrow stripes, blue on white or self stripes in blue being the predominating colors. The ordinary soft shirts are selling in almost all colors and designs. Some green and blue designs in self-colored checks are well liked.

Golfing and tennis shirts and other such articles are commencing to move, and dealers expect a good season for them. A quantity of old patterns in shirts are being disposed of at reduced prices. There is always a class of customers to whom these goods can be sold, and it is better to get them out of the stock even at very low figures than to carry them through another season.

Patterns in negligé shirts are rather large, though the checks, being formed mostly in self-colors or small white lines, are not objectionably pronounced.

Fancy half-hose are now shown in almost all dealers' windows more than the ordinary black goods. There is no doubt that these will be the leading sellers of the season among dressy people. Many handsome designs are shown, the red, blue and yellow stripes in plain and mixtures on black grounds being particularly attractive.

Besides the black grounds some half-hose are shown with color stripes on dark red or tan grounds. Dealers are wisely shunning the very flashy patterns and colors.

Light cashmere is probably the leading material, though cottons are moving freely, and the demand for them is increasing as the season advances. The colored hosiery can be worked into very attractive designs for window dressing, and many dealers are making good use of it in this way. No very light color effects are shown. Another attractive design is a combination of black and self stripes on tan ground.

**THE SHIRT OUTLOOK.**

Latest advices from New York bring us information that plaited front shirts are being shown by all the leading furnishing stores as the latest novelty for Summer wear. The effect that can be procured in manipulating the stripes is very striking, and as they cost very little more than the ordinary soft front style, they will no doubt take the lead for this Summer. Both the knife and box plaits are being shown, the latter being the newest. The colors, which are still in greatest demand are blues, ox bloods and blacks. The designs are similar to those already spoken of last issue, but in several of the leading stores neat stripes and figures are amongst the newest. There is a feeling that Fall ranges will be composed largely of these designs in printed Jacquard fabrics, but in woven madras, oxfords, etc., covered patterns are still to the fore. The most popular material at the present time is, no doubt, the printed madras. It is the ideal fabric for a Summer shirt and the indications are that the demand will not be able to be met in these goods, as soon as the hot weather reaches us. Fancy weaves in whites are holding a very strong place, the materials being fancy weave lawns and dimities and basket weave oxfords. The shirts in above mentioned materials are made with narrow cuffs attached. Very little has been heard of the shirt waist of late, but we understand there has been a slight demand of late for them and that one Canadian manufacturer has at least all he can do to fill orders which have been taken to date. The waist, which they are making, is a very easy one to adjust and is made on common-sense principles. Merchants who are in a position to purchase

these new designs and styles will have the advantage over the one who has bought ahead.

Mr. F. W. Stewart, of Stewart, Allan & LeMaistre, has just returned from a trip to New York. While there he was able to procure the newest designs and materials for soft-front shirts for June and July delivery. Mr. Stewart states the weather in New York has been very backward, the season having been a very wet one up to date. He promises some novelties in patterns and styles in the near future. Their mail order department is now in a position to give full information re styles, prices, etc., and sample cards can be sent by return mail if desired.

Stewart, Allan & LeMaistre have found the demand for ox-bloods so strong during the past four weeks that it has been difficult for them to meet the demand. Shipments of new patterns are being received every week and they have found their system of "quick delivery" to meet with the views of most of the merchants that they have so far called upon. They are in touch with the leading printers and inventors in New York and are thus enabled to procure the latest novelties as soon as they are produced. They have found it necessary to extend their business already, and they hope with their increased facilities to be able to give prompt attention to all orders received. Their laundry is now in good running order and the work they are providing is certainly of a high order. Owing to the demand which they have had for men's shirt waists they have decided to produce a limited quantity and they will be ready for June delivery.

**UNDERWEAR.**

In underwear balbriggans are rapidly taking the front place. A comparatively large quantity of medium weight underwear has been sold during the past month. Fancy striped goods are being pushed by most dealers with good success. No dark colors are thought much of, the preference being given to light green, blue or red stripes on natural or white ground. Stripes are nearly all horizontal. Some dealers who do a high-class trade find a good demand for plain colors in pink or khaki, with silk finish. Some black underwear is being shown by one or two dealers, but, of course, it is the exception when this is asked for. A small quantity of light natural wool goods is still being taken.

**FANCY VESTS.**

Fancy vests are good property just now. The heavier and darker colored varieties have disappeared, and in their place are vests of light material and color, suitable for Summer wear. It is a little early yet for any great demand for white vests to be felt, but small spots and light checks are well liked. Though both small and double-breasted garments are shown, the latter are decidedly preferable. The buttons are of pearl, and are detachable, four or five in each row on the double-breasted vests, and seven or eight on the single-breasted ones. They make up a nice window display.

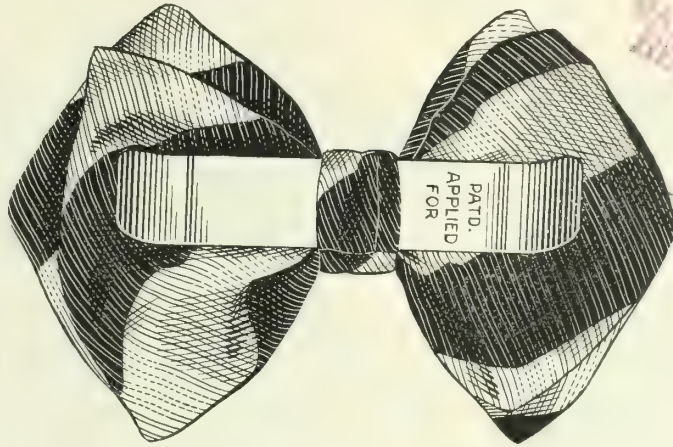
**CAULFIELD, HENDERSON & BURNS.**

The newest thing in umbrellas is the self-opening variety, which opens to the full by merely pressing a spring at the handle. These are strongly made and there is nothing to get out of order in them. Popularity is assured. Caulfield, Henderson & Burns are handling them. The season has been a record one in Fall orders for their imported underwear and hosiery, due, they declare, to the preference given to English goods. By this it is possible to handle a much better value in goods at a low price. In half-hose the consumer is getting a very fine article for 25c.—the price formerly paid for inferior goods. They do not find any demand for the very pronounced patterns in fancy hosiery though neat, modest designs go well. The Windsor made-up bow is the leader in neckwear. As to collars they decline to believe that the high turn-down is going out in a year. That it will always be a good seller is their opinion. Mr. Burns has just left for the British and European markets.

For the Summer and outing trade The Wyld Darling Co. are going into the new Windsor bow very strongly. Their Viceroyal and Victor are both successes. They are made in rich, neat effects in heavy foulards, wide spots, and fancy

# The Difficulty Solved.

Showing Back  
of Tie with  
New Steel  
Shield.



Once Seen,  
Always  
Tried.

To be worn with any new  
collar with button  
hole front or  
plain front.

New  
steel shield.  
Cannot fall off.  
Quickly adjusted.

To be worn with any new  
collar with button  
hole front or  
plain front.

Looks like hand - tied.

Holds front of collar in place.

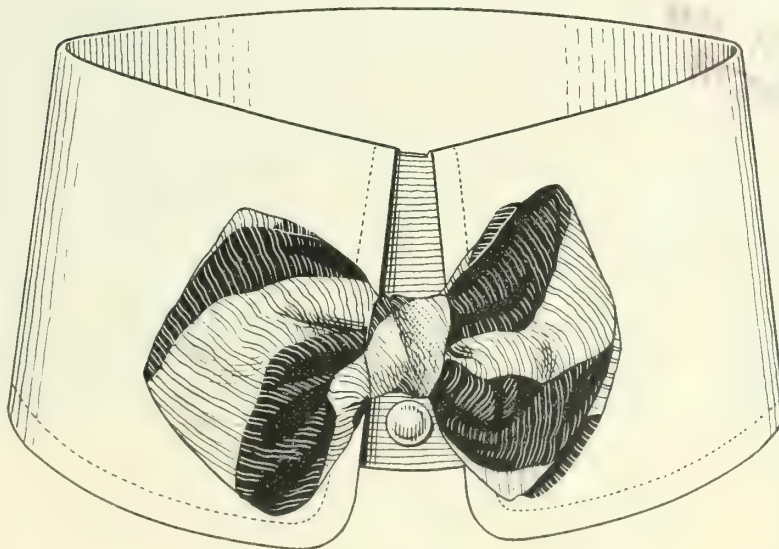
Can be worn with any new collar.

Shield cannot be seen when worn.

Can be worn high or low in front of collar.



Showing  
above Tie  
worn on  
New Style  
Collar.



With New  
Collar  
Once  
Tried,  
Always  
Worn.

## E. & S. CURRIE,

58 and 60 Wellington Street West,

## TORONTO.



Have you seen our 

56-in., 12-oz.

# Black Serge AT 49c.?

If Not, Write for Samples.



**JOHN FISHER  
SON & CO.,**

5 Victoria Square,  
MONTREAL.

**SAMPLES** Now on the road.



Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

**The Berlin Button and Suspender Co.**  
BERLIN, CANADA.

# CAULFEILD, HENDERSON & BURNS,

17 and 19 Front St. West, Toronto.



## *C H & B* SUMMER CLOTHING For Season of 1901

Embraces several original and exclusive ideas in fabrics and make.

You cannot afford to make your selections until seeing our samples, which are now in the hands of our travellers.

Order at once to secure delivery.

**Outing Flannel Suits** in white, self colors and fancy stripes—  
designs unsurpassed.

**Worsted Suitings** in white, navy and fancies.

**Alpaca Coats** in black, grey, and black and white stripes.

**Full range of Men's and Boys' Cotton Coats.**

**Blazers** in a variety of club stripes.

**Golf Coats** in red serge with gilt buttons.

**Vestings**—Fancy washable fabrics; also, white pique and duck.

**Wine Clerks' Vests** in single and double-breasted white duck.

**White Duck Pants.**

Letter Orders carefully and promptly filled.

# TOOKE BROS., Limited

MONTREAL.



*To munt  
Office 4*

TOOKE BROS., LIMITED

## NEGLIGEE SHIRTS.

The kind I wear in June, July and August.



**MEN'S FURNISHINGS—Continued.**

designs of all descriptions. New grenadines with light stripes are also going very well. In negligée shirts there is a special with a neat stripe pattern in blue, black and ox-blood, to retail at 50c. Various lines are shown with separate cuffs in zephyrs, gingham and cambrics, to retail at 75c., \$1 and \$1.25. Boating and outing shirts are shown with a soft silk stripe in several job lines that can be retailed for 50c. and 75c. Black patent leather belts are going well. They are shown to retail from 25c. to 75c. For Summer underwear, novelties in blue-striped balbriggan, plain balbriggan and other fancy stripes are well thought of for the sorting trade. Patterns in fancy half-hose show tan grounds with ox-blood, yellow and blue stripes. Men's and boys' bathing suits and trunks in large sizes are shown to retail at from 25c. to \$1. This is the first season that these goods have been offered at low prices.

Tooke Bros., Limited, are showing a nice range of hunting stocks intended for golfers' or riders' Summer wear. These goods will likely be worn very largely by both lady and gentleman sports during the coming hot season. The stocks are made as usual of pique, while attached are string ties to be made up into bows, derbys, graduates or Ascots. Their range includes some very pretty ties indeed.

**GOLF STOCKINGS.**

Golf stockings are now in season and are selling well. A few men's furnishers are making large displays of them alone and the many brilliant colors, of which there is almost an unlimited variety, combine to form a pleasing window display. No particular design or color can be said to have a preference over others.

**LEATHER GOODS.**

Leather goods have taken a slight turn for the better. The tourist season has about commenced and the first travellers of the season have made a beneficial change in the matter of valises, straps, etc. Those dealers who handle ladies' goods along with their other lines are having good sales on chateleine bags and reticules. The men's collar and cuff holder is a handy article and takes well. Belts are moving somewhat slowly. The Summer season will make a change for the better in their sale.

**GLOVES.**

Gloves are doing fairly well. The Suede grey and light tans are still the only things worn. There has been a slight increase in the demand for the latter since last month, and now greys are very little ahead of tans in regard to the number of sales.

**CURRENT NOTES OF TRADE.**

Green is now being worn in shirts in New York and is shown for Spring, 1902.

Messrs. Finklestein, late of Winnipeg, are opening up a men's furnishings and boot and shoe store in the Millar block, Portage la Prairie, Man.

Tooke Bros. are publishing a new catalogue this month that every retailer should have a copy of. It will be printed on heavy paper and contain several handsome designs as well as all the latest creations of styles in the various lines of manufacture.

One or two furnishers are doing a good trade in ladies' fancy garters. These are gotten up very elaborately. They fasten together with a metal clasp, on which are different mottoes, such as "Hands Off," "Out of Sight," "Private Property," etc. These go well among a certain class of trade, and might be found by dealers in other places to be good sellers.

June being a month for sporting and outing goods The W. R. Brock Co., Toronto, point to a complete range in boys' and men's sweaters, jerseys, outing shirts, bathing suits, fancy underwear and socks, belts, braces, etc. In New York neckwear the latest is polka dot derbies at popular prices. Men's waterproof coats to retail from \$2.50 to \$15, contain some nice lines.

Mr. A. B. Edgar, of Tooke Bros., Limited, is now in Europe selecting neckwear silk for the Fall and Christmas trade. He will visit all the cities in France and Germany celebrated for their silk productions. Several of the foreign manufacturers have agreed to confine some of their principal designs to Tooke Bros., Limited, for Canada. With this advantage Mr. Edgar will be able to secure a range of handsome designs and novelties.

Mr. E. Foster, men's furnishing buyer for Tooke Bros., Limited, will sail shortly for England and Europe to buy Spring lines. He will visit London, Leicester, Nottingham and Manchester in search of novelties, leather belts, hand-sewn suspenders, gloves, half hose and underwear. He will also spend about ten days on the continent and will take in Chemnitz, Leipzig, Paris and other French and German cities noted for their manufacturers of half-hose, underwear, sweaters, bathing suits, etc.

The insurance man, of course, gives his prospective policy holder all kinds of attention, makes him feel like a millionaire and an all-round good fellow. But when the deal is closed he seeks a new customer. The one of yesterday is labelled "Finished." But the manufacturer is different; he must needs give the best value and fair treatment to hold his customer. This is the secret of Tooke Bros.' phenomenal success. Their goods bring dollars to the merchant's till and the purchaser is never labelled "Finished."

Men's cotton socks to retail at three pairs for \$1 are reported in John Macdonald & Company's. Also a special line of serge pants to retail at \$1.50. Men's underwear, in pink and green, is being shown to retail at 15c. per garment. A line of drab rivetted overalls will retail at 50c., and their specials in umbrellas are equally popular at 85c., \$1 and \$1.50. A silk striped negligée shirt will retail at 50c. For 25c. retailing there is a nice range in the Duke of York bows. Some remarkable values in men's hemstitched linen handkerchiefs, seconds, and children's fancy bordered handkerchiefs are reported.

Tooke Bros., Limited, Montreal, are now settled in their new sample room on Notre Dame street, Montreal. Without doubt, this is one of the finest sample rooms in Canada. Its size is large but yet cozy, while its wide frontage throws a flood of light on the goods that one often finds wanting in a showroom. Everything about the place is bright and certainly the salesmen ought to find no difficulty in selling goods there. There are two flats, connected by a wide winding stair way, the lower flat for the shirts and blouses, the upper for the neckwear and furnishings. No retail visitor to the city should miss seeing this sample-room situated in the heart of the wholesale dry goods section.

Tooke Bros., Limited, are not neglecting white shirts. Their Nos. 101, 102, 106 and 109 are known by every merchant in Canada and afford the best value and best fitting garment in the trade to-day. The collar department is offering several features. Their new goods are more popular than ever on account of the reliable materials used. This firm enjoy the reputation of always keeping up the standard of value—a policy which has paid them over and over again. The trade will find that the Summer and Fall range will include the new point collars which bid fair to return to favor. Tooke's King Edward VII., in all the heights, will be ready for delivery about July 1.

Tooke Bros., Limited, report a good trade in Summer negligée shirts. Plaited goods are sold down to the boards. The demand for the colored stiff bosoms has also kept up well and stocks are reduced to very light proportions. Altogether it is a clean season. Their travelers are now out with Fall lines of flannel and top shirts. In flannel shirts many new shades have been introduced including blues, silver grey and different shades of light and dark browns; the staple navy and greys are represented in all prices. They have in addition a large range of all-wool and imported flannels in most attractive designs running from 89 to \$20 a dozen.

**Seen in Dealers' Windows.** Cashmere half-hose, natural wool feet, 25c. per pair.

Negligée shirts, patterns of last season, light colors, with silk thread finish, 15c. each.

Colored shirts, laundered, old patterns, 50c.

Grey woollen socks, 15c. per pair.

Fancy striped balbriggan underwear, 33c. per garment.

Double thread balbriggan underwear, 50c. per garment.

Crash bathrobes, \$3.50 each.

White Madras golfing shirts, 85c. each.

English cashmere half-hose, three pairs for \$1.

Fine natural wool underwear, 50c. per garment.

Best stainless "Maco" cotton half-hose, tan color, 25c. per pair.

New pleated front negligée shirts, latest patterns, \$1.25 each.

Fine cashmere half-hose, silk spots and stripes, 50c. per pair.

Welch-Margetson's London wash vests, double and single breasted, detachable pearl buttons, white and light fancy check patterns, \$1.75 to \$3.50.

*Dominion Suspender Co*  
*Niagara Falls*  
*Makers of Trade D Mark Suspenders*  
*Guaranteed*

*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

THE CANADIAN  
 PRESS CLIPPING  
 BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion: the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,  
 232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

|                                                                                     |                                                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  | ESTABLISHED 1798<br><b>HEWLEY BROS</b><br>MANUFACTURERS OF                                                           |  |
| <b>HOOKS &amp; EYES</b>                                                             |                                                                                                                      |                                                                                       |
|  | 105 1/2 113 BREARLEY ST<br><b>BIRMINGHAM, ENG.</b><br>Telegraphic Address: PELICAN, BIRMINGHAM. N° 1814<br>Telephone |  |

Mr. Wm. Ross, of New Glasgow, N.S., has been admitted as a partner in the new firm of Mills, McKenzie & Ross, dry goods merchants, Sydney, C.B.

Mr. Thomas Haughton, one of the best-known residents of Victoria, B.C., died on May 9. He was born in Manchester, England, 59 years ago. He was a citizen of Victoria for about 20 years and built The Manchester House there, which he conducted for several years. Giving up the dry goods business there he went to Trail and built another establishment, which after some years he sold and returned to Victoria. He had been in ill health for a number of years.

The Commercial Union Dry Goods Clerks, of Ottawa, are agitating for a half holiday on Saturdays. They are in favor

of keeping open on Friday night instead of Saturday, and have Saturday afternoon and night off rather than Wednesday afternoon.

P. P. Martin & Co., wholesale dry goods merchant, Montreal, brought an action for damages of \$999.99 against Boivin, Wilson & Co., wine importers, etc. It was claimed that the latter occupied a store belonging to the plaintiffs, and, after the lease had expired, left it in a bad shape.

Mr. F. A. Prime, of Prime & Rankin, has just returned from a two months' trip to Europe and he reports that there is a very heavy demand for velvet, ribbons, lace, gileons, guipure lace collars and boleros. They now have these goods in stock.



# CARPETS, CURTAINS AND WALL PAPERS

TRADE IN THE UNITED STATES.

THE formal opening of the Fall season by manufacturers of tapestry and velvet carpets took place on the 6th inst., and most of the Wilton and Brussels manufacturers had their samples also ready at the same time, or sufficiently so, for the occasion. The ingrain makers began to show their Fall lines about a fortnight ago. The new prices made, changes as compared with those of last season and other details are given elsewhere in this issue. Generally speaking the new figures show a decline of about 4 per cent. on velvets and 7 per cent. on Tapestries, while the prices of Wilton, Brussels, Axminster, moquette, three-Ply and ingrain carpets remain unchanged. The linoleum and floor oil cloth market has been disturbed, and quite unnecessarily, by uncalled for cuts in prices, but, as explained on another page, this action was caused by a misunderstanding.

The carpet season has begun auspiciously, although perhaps somewhat prematurely, and there is no doubt that while the proceedings seemed less bustling and strenuous than at the beginning of the previous season, the volume of business done was very satisfactory and will surely be swelled to still greater proportions when the buyers who for various reasons have not yet placed their orders get ready to do so. It is no exaggeration to say that never before in the history of the trade has the outlook seemed so thoroughly satisfactory. General business conditions are encouraging to the highest degree. The crop prospects are all that could be desired, labor is well employed and the only undesirable feature of the times, the growing tendency toward stock gambling, has recently received what seems to be its quietus. It is in such favorable conditions that the demand for floor coverings is greatest, and it is therefore reasonable to believe that the trade is now entering upon a prosperity hitherto unexampled.—Carpet Trade Review.

## FLOOR OIL CLOTH AND LINOLEUM PRICES.

Through some misunderstanding or blunder the prices of floor oil cloth and linoleum opened for the Fall at a reduction from the Spring.

We are told that a salesman of one manufacturer was informed of alleged cutting by another manufacturer, and that on this unverified statement new, low prices were made, which have been generally adopted. There is no agreement among the manufacturers on uniform prices, but the market generally sifts down to a uniform basis as the various manufacturers' prices become known to each other. The lists remain the same, any difference in prices being in variation of the discounts.—N.Y. Carpet Trade Review.

## A SCOTCH INVENTION.

A correspondent in Scotland writes to say that he has had opportunities of witnessing experiments made in connection with a recently patented improvement in the manufacture of

tapestry carpets, which he thinks will have considerable effect upon the trade. No new loom is required, but the improvement effected in the cloth will place tapestry carpets again among the best for general use. The inventor claims for the fabric produced by his method great durability and fineness of finish at a moderate cost.—Kidderminster Shuttle.

## LACE CURTAINS.

That venture of Messrs. Geo. H. Hees, Son & Co., of having a stock of over 100,000 pairs of lace curtains for immediate delivery to their customers, has been so popular and successful, that they have placed orders the coming season for even a larger quantity than their last year's orders. Many dealers who formerly imported lace curtains direct find it greatly to their advantage to place their orders with Messrs. Hees, Son & Co., as then, when finding which patterns are selling best, they can have their repeat orders filled from stock right here at home. This firm have still a very large and well-assorted stock of lace curtains which they are prepared to supply from their stock, and this important fact should be remembered by all dealers who are in need of lace curtains for immediate delivery.

## FRENCH DESIGNS IN FAVOR.

The admirers of East Indian and other Oriental floor coverings will be surprised to hear that the demand for bright floral designs on pure white grounds is barely on the increase, at the present time. The change comes not from the manufacturer, or the merchant, but from first-class consumers in the large western cities. Manufacturers are obliged to listen to the call for that class of goods and make hasty preparations for meeting the demand. As a sample of the style of goods now coming into use, the present writer was shown a 9 x 12 Axminster rug with a large medallion for a centrepiece, the extremely delicate tints of which were copied from a French Aubosson carpet recently made by hand. It reminds one of the old time 6 4 velvet carpets of Crossley's production "before the war," when they copied their tints from French productions at Beauvais, which were unsurpassed for delicacy of shading.

As has been remarked, the change to floral designs in best grade carpets had its origin in the western cities, and is gradually making its way toward the East.—American Carpet Trade Journal.

## DECLINE IN U. S. CARPETS.

The new price lists show declines in velvets and tapestries, but all other kinds of 3 4 carpetings and ingrains are unchanged in price.—Carpet Trade Review.

## STAPLE GOODS THAT AFFORD THE RETAILER GOOD PROFITS.

Messrs. Geo. H. Hees, Son & Co. have unequalled facilities for supplying the trade with window shades of all kinds and descriptions; either by the yard or mounted on spring rollers. They also manufacture curtain poles and trimmings, and many metal goods, such as stair plates, shade pulls, drapery pins, brass rods and their trimmings, etc., etc. They also manufacture and import upholstery goods, such as furniture coverings, lace curtains, tapestry and chenille curtains, and table covers, upholstery supplies, decorated fabrics, sash curtains, linen velour curtains and piece goods. Many of these upholstery goods are made from their own looms and are sold at prices that afford the retailer good profits. Messrs.



The  
**WATSON FOSTER CO.**  
LIMITED  
MONTREAL



SILVER MEDAL  
PARIS 1900  
CHICAGO 1893

**WALL PAPERS**

WE WERE AWARDED  
A SILVER MEDAL AT PARIS  
LAST SEASON FOR EXCELLENCE  
OF DESIGN AND COLORING.

THIS SEASON, IT WILL BE OUR AIM  
TO WIN YOUR APPROVAL OF WHAT WE  
CLAIM WILL PROVE OUR MOST suc-  
cessful effort to produce in  
great variety all that is  
good and artistic in

**WALL PAPERS**

WHICH YIELD A PROFIT WHEN  
SOLD AND CONTINUE AN  
ADVERTISEMENT  
WHEN HUNG.



# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

# BATTING...

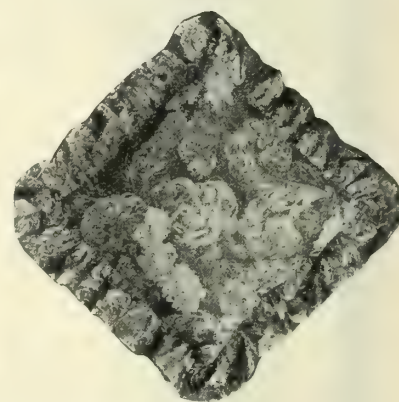
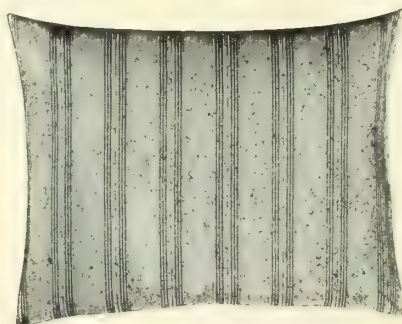
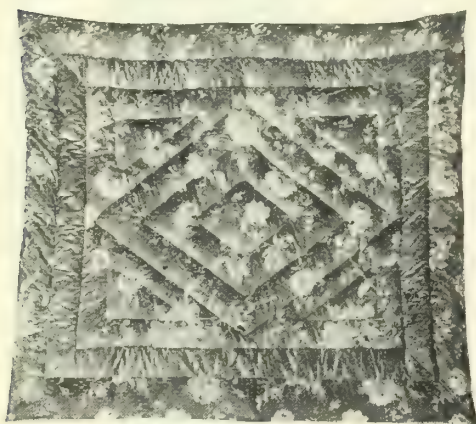
Guaranteed free of Threads and other weak and lifeless stock

*NORTH STAR,  
CRESCENT  
AND PEARL*

## ..COTTON BATTING..

Quality for this season still better than ever.  
The best at the price. Made of good pure  
Cotton—not of shoddy. Ask for. . . . .

North Star, Crescent  
and Pearl Batting.



## "PERFECTION BRAND" GOODS, 1901

Comforters

Cushions

Bed Pillows

Largest range ever shown.

Designs positively exclusive.

Prices lowest in Canada.

Six different grades of filling.

Every size and style imaginable.

Ask for Price Lists.

New and successful method of cleaning feathers which ensures a perfectly odorless filling and makes the Pillow pure and sweet as though filled with air. We guarantee them.

OUR NEW SAMPLES ARE NOW ON THE ROAD AND IT WILL SURELY PAY  
YOU TO SEE THEM BEFORE PLACING YOUR ORDER ELSEWHERE.

CANADA FIBRE CO., Limited

MONTREAL.

# CARPETS

... OF ...

# QUALITY.

The success of your carpet department depends upon the reputation of the products you are handling. You must have goods that will attract purchasers both as respects quality and price. We manufacture carpets that represent the highest type of *quality, style, durability, attractive patterns*, and which the retailer can sell most profitably---at the same time give his buyers the greatest value for their money. Our lines are acknowledged by the leading dealers to be the best selling produced in this country. Shall we send you samples and prices? We would be pleased to hear from you.

**DOMINION CARPET CO., Limited, SHERBROOKE, P.Q.**

# W. TAYLOR BAILEY

*Refer action to 24/6/01 see int book 38*



Upholstery Supplies,  
Drapery Fabrics and  
Brass Goods,

MANUFACTURER OF . . . .

## Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

**27 & 29** Victoria Square, **Montreal.**



**CARPETS AND CURTAINS—Continued.**

Hees, Son & Co. carry in stock immense quantities of these goods and fill all orders promptly. Their new illustrated catalogue can be had by mailing them a card.

**PRESENT STATE OF TRADE.**

The wholesale trade in carpets and housefurnishings has been good, especially during the past few weeks. Letter orders have been frequent during May. The houses carrying a large stock have found the advantage of it, as retailers' orders can be quickly filled. It is reported that retailers are carrying more 16 4. linoleums than they used to do. Carpet prices remain firm. The advices from Great Britain are that the market is quite steady, although the manufacturers are not apparently so overloaded with orders as they were, and are consequently prompt in shipping the goods bought in Canada. There is a prospect of some shading in the Fall prices of domestic wool carpets. Travellers for wholesale firms go out with Fall ranges on June 3.

**NOTES.**

A novelty in the market is a cork carpet bath mat. It is shown by John Macdonald & Co. in three sizes and three colors. It will retail for 85c., \$1 and \$1.50.

Dealers visiting Toronto can always find some good bargains in "jobs" and "left-overs" by calling at Messrs. Geo. H. Hees, Son & Co., 71 Bay street. Usually these lots are too small to place with their travellers to dispose of and can only be had by celling at their warehouse.

Lemont & Sons, the well-known housefurnishers of Fred-ericson, N. B., have made arrangements for enlarging their place of business by taking in the adjoining three-storey build-

ing. The buildings will be connected, with one large room on the ground floor, and the upper floors will be joined by archways.

Messrs. Weiler Bros., Victoria, B. C., have issued a handsome catalogue for 1901. They carry full lines of carpets, rugs, and all housefurnishings, and the half tones in the catalogue show that these goods are very well displayed in the store. Three large half-tones illustrate the carpet and rug department, where Oriental rugs as well as domestic rugs and matting are shown.

As it is the time of year when snaps are picked up, a look through the large carpet departments is profitable. At John Macdonald & Co.'s there is a good drive in lace curtains, two designs, at medium prices. A drive in 8-4 tapestry covers at a low price is also noted. A few hundred pieces of China mattings at a very low figure are still left. New shipments include dag-dag Wilton rugs, two sizes; moquette rugs, many patterns, in three sizes, and some British Axminster rugs in four sizes. A drive in 2 yd. wide British floor oils is shown at a low figure, and two clearing lots of carpets, one a tapestry in four prices, and the other a Brussels in three prices, will interest buyers. There are no samples of these latter. They are special value.

The Spring and Summer catalogue just issued for Gordon Drysdale's department store, Vancouver, B. C., is the first of its kind to be printed there. Every department in the store has been covered in the most complete manner, and the prices of the different goods are given along with the many cuts of hats, dresses, etc. The catalogue is mailed to all parts of the Province of British Columbia. As a specimen of printing it is a very worthy one.

# Woven Honesty

is what your customers walk upon, who buy our

## CARPET SQUARES IN WOOL AND UNION.

There is no doubtful material used in our mills - no yarns but the best, no dyes but the surest. You can come to us and see for yourselves—but you don't get a chance to see the imported article made.

Our Carpet Squares are made to sell quickly, to wear slowly, and to give satisfaction to the end.

If you are open for a line, we would like to furnish samples, etc. "Squares" are mostly 3 or 4 yards wide, but any length.

**GUELPH CARPET MILLS CO., *Limited***  
GUELPH, ONT.

# The Gault Brothers Co., Limited

MONTREAL.



Fall  
1901

Fall  
1901

## DRESS GOODS DEPT.

### Black Dress Goods in Plain and Fancies

Wool Henriettas  
S.W. Henriettas  
Armures  
Soleils  
Camels Hair

Granite  
Vicuna  
Amazon  
Bedford Cords  
Poplins

Hyde Park Serges  
Q Serges  
Sontanes  
Brilliantines  
Mercerized Figures

### Plain Colored Dress Goods

72 G Beaverettes  
M25x Forester Cloth  
M37x Costume Cloths  
Poplins and Poplinettes  
Amazons

Camels Hair  
Knop Cloth  
Corded Amazons  
Homespuns  
Cheviots

Meltons  
Tweeds  
{ Fch. Opera Flannels  
{ Plain and Printed  
Repps

Silks, Satins, Velvets, Velveteens.

Clearing Line Black Ziska Skirts, \$1.50.

Linen and Muslin Depts. fully assorted.

Few Thousand Pieces Job Prints to clear.

Sole Agents in Canada for Fownes' Gloves.



# CLOTHING AND WOOLLEN TRADE

## NOTES OF PASSING INTEREST.

**T**HE R. FORBES CO.'S woollen mills at Hespeler, Ont., are running on short time—40 hours per week—for the first time in many years. It is expected that they may do even less before long. The preferential tariff in favor of British woollens is given as the cause.

Mr. J. B. Grafton, of the dry goods and clothing manufacturing firm of Grafton & Co., Dundas, Ont., has provided tickets for the Y.M.C.A., in different places, for all the men employed in the branches of his business in those towns.

Mr. B. D. Staratt, a merchant tailor, of Parrsboro', N.S., recently made an assignment, and has gone to the United States.

An order has been issued authorizing the liquidation of the Imperial Woollen Mills, Streetsville, Ont. The company was incorporated in 1899, and the liabilities are small.

The Dominion Woollen Mills Manufacturing Co., at Beauharnois, have suspended night work, and it is said to be possible that the mill may stop altogether. This would throw over 200 hands out of employment. The reason given is that the preferential tariff has prevented them from competing with English woollen mills.

Mr. George Hamilton, of the merchant tailoring firm of Hamilton & Co., St. John, N.B., has retired, owing to ill health, and has gone to Belfast, Ireland, to recuperate. Mr. Wm. Cameron will continue the business under the same style.

The old-established clothing firm of John Calder & Co., Hamilton, Ont., have assigned. The assets were \$178,000, and direct liabilities amounted to \$185,000, and indirect liabilities, due the banks on customers' paper, to \$250,000. There were about 200 creditors, about 50 of whom were English and Scotch houses. The failure is said to be due to the illness of Mr. Calder, which has prevented him from looking after the business for several months.

A Merchant Tailors' Exchange has been formed in Vancouver, B.C., with Mr. Mortimore as president. The object of the exchange will be to advance the interests of the merchant tailors in that city. Regular meetings will be held, and a library for members will be installed, containing all the trade papers.

A movement was started by the clerks in the clothing stores of Port Arthur, Ont., to have early closing of those stores, but the attempt did not meet with success.

## WHAT IS SELLING NOW.

In men's woollens, at this season of the year, there are usually a lot of blue serges sold. Other popular lines are striped flannels and lightweight tweeds of the same pattern as the flannels, in black, blues and greys, with stripes of various widths. The patterns in lightweight homespun, which are

now selling well, are not so pronounced as they were a couple of years ago, but are in plains, stripes and checks of the style known as "Gun Club" checks. These goods are being used for all kinds of outing suits. In Harris tweeds, the patterns and colors are larger and more outre than in the smaller weaves, and they are not being used as much as they have been in previous years. There is, however, always a limited demand for them.

But the heaviest sales of the season are found by Nisbet & Auld to be on flannels, in white, black, blue, grey and green, both plain and with stripes. They are doing a large trade in homespun and friezes, a trade that always is at its best at this season of the year, when tourists commence to visit Canadian cities. This season should be an exceptionally good one for the tourist trade, and dealers can find a sale for a great deal of homespun, friezes and other goods. Those mills that make these goods properly are filled with orders for a long time ahead. Canadian homespun, friezes, boxcloths and venetians are the most serviceable, as well as popular, dress materials in the market for all kinds of outdoor wear. They are selling a great many rugs, both to be used as rugs and for cutting up and making into golf capes. Reversible skirtings of home manufacture are doing well. They are in plain greys on one side and fancy checked on the reverse.

Oxford tweeds and homespun are keeping well to the front. They are free from all shoddy, cotton and other foreign matter, and are Canadian right through. The mills' exhibit of these goods at the Pan-American Exhibition has already been very favorably commented upon, and the sales in that country will no doubt increase still further.

## A QUEBEC FIRM REPORTS.

P. Garneau, Fils & Cie say that this has been a most successful season for clay twill serges, both in blacks and deep navy. The sale has been mostly concentrated in the 12, 16, 20 and 24 oz. The 12 oz. for ladies' and the 16 oz. for both ladies' and men's wear have been in enormous demand.

Their well-known lines of Tyke serges, R 451 and R 452, are still to the fore, the orders increasing with the production. Owing to their large output, Messrs. P. Garneau, Fils & Cie have been able to sell these lines with very little change of price all through last year's violent fluctuations of the wool market. Their travellers are now on the road with full ranges of Fall samples.

## THE SALE OF SERGES.

The Gault Brothers Co., Limited, are showing special values in plain and twilled meltons. They report immense success with their No. 25X forester cloth and 72G beaverettes. Serges are the cloth of the day, they say.

## THE SUCCESS OF "BELWARP."

Orders for Fall trade, John Macdonald & Co. state, are to date considerably in excess of last season, which is attributed in great measure to the fine selection of Fall fabrics this year. The stock of Scotch tweed and fancy worsted suitings and trouserings are of the newest and best style. For Fall they carry a nice selection of "Belwarp" trouserings, along with many additional makes in black and blue worsteds and serges. The "Belwarp" trade increases every season. Many customers prefer it to every other make. The stock of costume and mantle materials is selling better than last season. A large range of homespun suitings, Irish cheviots, frieze and serges, and also

# "Beaver Brand"

## Macintosh

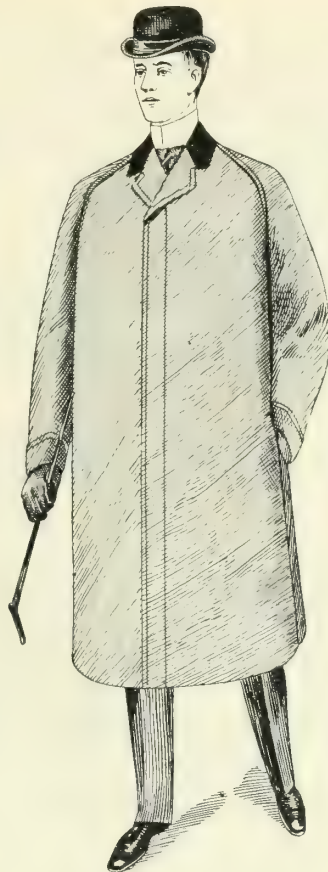
*The best and  
cheapest made  
or sold in  
Canada.*

Sole Manufacturers

**The Beaver Rubber  
Clothing Co.,**

1849-51-51½ Notre Dame  
Street,

**MONTREAL.**



## ADVANTAGES OF DELTA FINISH For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

**H. ASHWELL'S Wool Finishing Works,**  
NEW BASFORD, NOTTINGHAM, ENGLAND.

# The Slingsby Manufacturing Company

BRANTFORD, ONTARIO.

LIMITED.

*A complete  
assortment  
of the  
following  
lines always  
in stock:*



*It will pay  
you to  
see our  
goods before  
placing  
your orders.*

## Bed Blankets

White, Grey and High Colors.  
Union, All-Wool and Specials.

## Horse Blankets

Duck-lined, Cotton, Union and All Wool.  
Lap Rugs, Linings, Collar Cloths, etc., etc.

**FLANNEL SHEETINGS, CAMP BLANKETINGS,  
KERSEYS, COSTUME AND MACKINAW CLOTHS,  
STOCKING YARNS, Etc., Etc.**

Mail Orders Receive Careful and Prompt Attention.





TRURO KNITTING MILLS CO., TRURO, NOVA SCOTIA.

Where **STANFIELD'S UNSHRINKABLE UNDERWEAR** is Manufactured.

**T**IME brings us around again and with it our new Twentieth Century Underwear Mill, the best equipped and most up-to-date knitting mill in Canada. In underwear there can be only one best. **Stanfield's** Unshrinkable Underwear is made on honor by skilled workmen in a modern mill built especially for manufacturing underwear that will not shrink. There is no test like the test of time. That test has proved **Stanfield's** Unshrinkable Underwear to be no experiment. It is the oldest unshrinkable underwear in the world. For ten years the most intelligent people have declared **Stanfield's** to be the best; in fact, the only absolutely pure wool underwear made that will not shrink. Don't buy underwear that is too cheap to have a name---let the other fellow do the experimenting. Stick to a good thing. It pays to sell **Stanfield's**.

***"Knit to Fit," all sizes.***

**WRITE FOR SAMPLES.**

# M. SAXE & SONS

Montreal's Greatest Wholesale Clothing Manufacturers

18 St. Helen St., Montreal.

The extraordinary growth of our business is a surprise to the trade.



## OUR SUCCESS

is because we sell better clothing for less money than any other house.



For the asking, you can have by express, prepaid, samples of some of our Leaders.

### Our Leader in Men's Ulsters--\$4.

**\$4** All shades. Made from genuine all-wool frieze and extra-warm lined.

### Our Leader in Men's Double-Breasted Suits--\$5.

**\$5** 50 different shades and patterns. Made from heavy all-wool tweeds with splendid linings.

### Our Leader in Men's Single and Double-Breasted Beaver Overcoats--\$5.

**\$5** Blue and black, velvet collar, handsomely lined, perfect fitting.

See our Swell Tailor-Made "**Raglan**" and "**Yoke**" Overcoats. The same Overcoat can only be duplicated by the best merchant tailors at about three times our price.



**CLOTHING AND WOOLLEN TRADE.—Continued.**

a range of different makes in mantle beavers, both English and German makes, are shown.

The firm have placed a large contract for black and blue 20-oz. twill worsted, stamped "The Edward" every three yards. This cloth is confined to John Macdonald & Co. They have several clearing lines, mixture costume cloths, 34-in. fancy tweeds and 54-in. fancy worsted suitings.

**WHAT LONDON TAILORS SAY.**

Leading London, Eng., tailors have been interviewed by a press representative. Tautz & Co., of Piccadilly, said: "We do not look for an increase of business till the week before the Derby. This year has scarcely proved an exception to that rule. Court mournings and the long Winter have, of course, combined to delay Spring trade. We do not look forward to any novelties in men's garments. Court half mourning will keep things somewhat neutral."

Rhee, Ellison & Co., of New Bond street, remarked: "The only feature of the coming season is likely to be a great demand for Irish tweeds, which have been growing in popularity for the last year or two. Some new designs for fancy waistcoats, both in cloth and buttons, are already on the market, and we should not be surprised to see a great increase in this direction, before the Summer is over."

Stuart & Stuart, of Piccadilly, said: "Novelties? We don't look forward to any. Last year's fashions, plus the usual changes which every year brings, will be the rule."

Humphreys & Crook, of the Haymarket, remarked: "The death of the Queen postponed the Spring season almost out of existence. The consequence has been that the recent hot weather brought with it not only the accumulation of deferred Spring orders, but the advance Summer trade into the bargain. It looks now as if there would be a brisk demand for new clothes from this forward. This is only natural where people have gone beyond the usual time in ordering a change. From being indifferent to the appearance, men sometimes go to the opposite extreme, and the demand becomes, to an extent, epidemic. For the coming season, we look forward to a largely increased demand for all kinds of light and fancy wear. Colored waistcoats with fancy buttons, light Summer flannels, or dark flannels, light in weight, will be more popular than ever for city wear. The old fashion, which made a black frock coat and silk hat obligatory in the City, is fast disappearing. Men are dressing more for comfort nowadays. Still, I don't think there is the remotest possibility that the fashion of men going about in shirt waists will ever be adopted here."

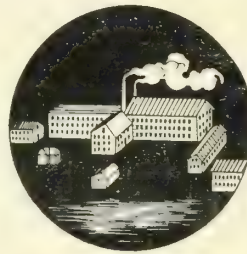
W. G. Ross, of Oxford street, said: "The early arrival of Americans has more to do with the sudden increase of business than the change in the weather. I had a startling illustration of this a week ago, when a party of Americans came into my shop and ordered 16 suits of clothes and seven overcoats, which, of course, they wanted right away. The gentleman at the head of the party informed me that he sold considerable ready-made clothing in the United States, but admitted that both in the matter of price and fit he could do better in London. I think they were astonished to find that sleepy old London could turn out an order in such a short time."

S. Nelson & Son, of Hanover Square, expressed the following opinion: "Fine feathers make fine birds, and fine weather makes fine clothes. That is the sum and sub-

stance of the recent increase in orders which every tailor in London must have experienced. Of novelties, it is next to impossible to talk with any degree of assurance. So far the outlook is for a repetition of last year's styles, with, possibly, a little extension in the way of fancy vests."

Poole & Co., of Savile Row, said: "Americans appear to be coming over earlier than usual this year, and that, you know, means more work for us. Striped flannel suitings will be worn more this year than ever. Beyond this, there is nothing new."

The W. R. Brock Company, Montreal, smallwares department, are showing exceptional values and novelties in pompadour combs, side combs, back combs and hair barettes in shell and metal.

**The Genuine**

Oxford Woollen Mills,  
Oxford, N.S.

# OXFORD TWEEDS

are made  
only at this spot.

**BEWARE OF IMITATIONS.**

## WESTERN

Incorporated  
1851

### ... ASSURANCE COMPANY.

**FIRE  
AND  
MARINE**

Head Office  
**Toronto,  
Ont.**

|                      |                |
|----------------------|----------------|
| Capital Subscribed - | \$2,000,000.00 |
| Capital Paid Up -    | 1,000,000.00   |
| Assets, over -       | 2,320,000.00   |
| Annual Income -      | 2,300,000.00   |

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

# GRUBOC COLLAR CANVAS

IS THE  
**BEST**

**FOR SALE BY ALL WHOLESALE DEALERS.**



# The Galt Knitting Co., Limited

GALT, ONT.



TIGER BRAND

Samples for Fall 1901 now in  
our several agents hands.



Underwear  
Eiderdown Specialties  
Shoe Linings

# GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather  
Manager.

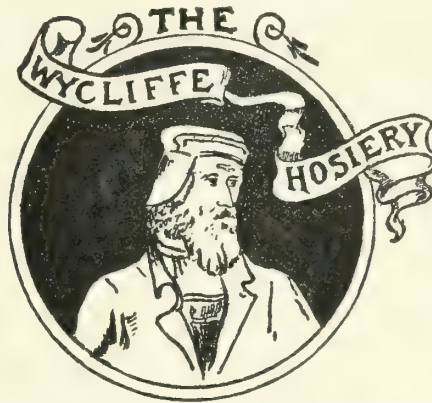
LONDON

Works: LEICESTER and LUTTERWORTH.

Hosiery of every description.

## WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool.  
Unshrinkable, has a first-class reputation,



Our export trade  
increases by leaps  
and bounds, goods  
must be right, in-  
struct your buying  
agent to get some  
of the Wycliffe  
Brand for you.

## The C. Turnbull Co., of Galt, LIMITED.

Our representatives are now on the  
road with the largest and most com-  
plete range of samples in Ladies',  
Men's, Children's and Infants' Perfect  
Fitting, Ribbed and Full-Fashioned  
**KNITTED UNDERWEAR** we  
have ever had. Do not place your  
orders until you have seen them.

The C. Turnbull Co.,  
of GALT, Limited.

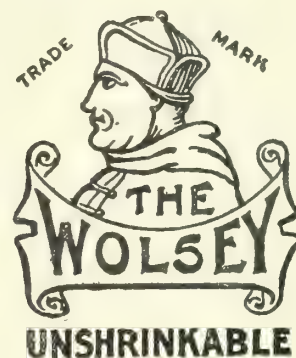
GOULDING &amp; CO.,

27 Wellington St. East,  
TORONTO.

JOS. W. WEY,

7 Bastion Square,  
VICTORIA, B.C.

## What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool under-  
wear, of British manufacture.  
Guaranteed positively unshrink-  
able. . . . .

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.



# The Millinery Season

..SUMMER, 1901..

## STYLES IN PARIS AND LONDON.

HATS are very different in style and shape this season, says the Paris correspondent of *The Drapers' Record*. The brim turned up slightly all round. The crown is encircled by a black velvet garter, and on either side resting on the hair is a small bunch of cherries. Some hats are made with overlapping brims, trimmed with tulle or a wreath of roses between them. The crown is very flat, and is encircled with a garter of black velvet ribbon, with a handsome buckle in the centre, and tied behind with narrow velvet strings with fall in a loop bow. These hats are only becoming to young faces, but they are amongst the prettiest I have seen.

In the new play at the Variétés, "*La Veine*," the ever-charming "*Granier*" has introduced a new kind of boa, which promises to be one of the successes of the season. It is of muslin, with great clusters of silk roses. There are also many boas seen in tulle, taffetas, and feathers. Fur necklets are no longer seen, although it is quite cold enough to wear them, but a true Parisian would never think of wearing a thing out of season any more than she would go into the streets without a hat on.

The London correspondent of the same journal writes: "The new millinery is charming, and owes much of its charm to the dainty straw and crinoline mixtures, in which the straw is much more like silk or satin than straw. These fancy stuffs draped up in dozens of styles, and adapted to suit each customer by a deft modiste, require but little additional garniture. On many of the best toques nothing is added but a cluster of roses at the side. On the flat hats the usual mode of trimming is a full wreath of flowers veiled in tulle, or rucked tulle or chiffon, laid all round the brim with loops or flowers falling at the back. A pretty black Tuscan hat, coming quite to a point in the front, was curved up at the sides to show at the right side a bandeau of black velvet, and at the opposite side a chou of white chiffon, powdered with black chenille. The trimming was formed of a large chou of the chiffon in front, fastened with a jet and old silver buckle, and two black quills stuck through the brim so that the points were visible on the hair."

## A FEW WORDS ON THE OUTLOOK.

Although the season is pretty well advanced, as far as the wholesaler is concerned, June is a big month with the retail trade, especially in some lines, which are in demand all through the Summer. Among these, chiffons hold the first place. S. F. McKinnon & Co. have been expecting an immense season in chiffons and have made large provisions for the June trade, in black, cream and white goods. In warmer weather there is likely to be a big trade in mousseline de chine and toska nets; and satin and velvet ribbons, principally in blacks, are also in order during the Summer. The popularity of these has caused S. F. McKinnon & Co. to cable orders half a dozen times this season, and at present, besides the large stock on hand, there is a big shipment now on the water.

In laces this house show a stock of curtains that cannot, perhaps, be equalled in Canada. It ranges from goods at 25c. per pair up to the magnificent real Clunys, at \$50 per pair. They have had an exceptionally good season, and for June are providing the flat effects which are now the favorite, particularly in insertions and double edges. All-overs are still good, the better class being preferred, and black silks and Irish points are much favored by some. Object all-overs which can be cut up into objects, revers, sides and boleros, are going well. Fine meehlin laces, extra fine Valenciennes, real duchesse, Brussels points and Carrick Macross, all have their purchasers. They are doing a very large business, too, in real Maltese lace. There is nothing, in fact, in the lace business

that cannot be supplied here. The designs of many of these are very beautiful, besides being exclusive with this house.

In hats for the balance of the season sailors will doubtless be in greatest demand. The buyer has just come back from the American markets, where he has made large provisions along the line of felt ready-to-wears, principally in pearls and castors, for the early trade.

This house is of the opinion that now is a good time for buyers to visit the market, as, after a large season's business, there are always odd lines that must be cleared out, but which it is hard to sample to the travellers. So buyers can usually clear out some lines to good advantage. It is probable that this is the best season of the year to visit the market.

## CURRENT TRADE.

Although travellers are now on the road with Fall samples there are many goods suitable for the June trade that are moving rapidly from the wholesale houses. Among the mousseline de soie is one of the best. This makes an effective trimming, and a good showing can be made with but little material, and at a very reasonable price. The D. McCall Company are showing this in an immense line, which is going well. In warm weather a large business is expected to be done in meehlin nets and toska nets. They are providing them in black, white and colors. Staple ribbons in satins and failles will also be good for June and July, as will all-over laces, Valenciennes, Irish point and renaissance, and also the new mercerise. These, which are shown in the latest designs ought to be good property. In the way of hats every shape in both leghorns and sailors is being shown and sold. Black and white cream tips are being given great attention as they are expected to be in heavy demand during June.

## THE TREND OF FASHION.

The John D. Ivey Co. have all scarce and desirable goods for the "sorting season," such as chiffons, maline nets, tulle, plain ribbons in satin and silk, and all widths in black velvet ribbons. These are necessary requisites for the present style of millinery.

Leghorn hats, either draped over a wire frame, or the brim only used, while the crown is composed of flowers, or made of lace or tulle, is shown among their newest designs. The "*Gainsborough*" is at present the vogue, and ostrich feathers the proper decoration, but innovations of all kinds of materials and combinations are considered correct, as long as an elegant effect and harmony is attained. The short-back sailor, with a simple trimming of drapery of light gauzy material, such as real lace veiling tulle and banded with black ribbon velvet, and roses on band, is a general favorite. The newest of these, however, is the "shirt-waist" or "tailor-made" hat. The shape is of fine felt, trimmed with black and white-stitched taffeta silk. Another novelty is the Japanese hat, the crown of which is slightly conical, with a brim inclined to the mushroom shape, made in silk ruffles bound with black velvet and simply trimmed with strappings of black ribbon velvet. These last two hats are very popular as "shirt-waist" hats.

The following hints may be of service:

The newer hats have higher crowns than those of early Spring.

Plain ribbons, in soft makes in satin or silk are right, so also is white taffeta silk stitched.

A touch of black velvet ribbon on everything.

Oblong buckles, gold or antique finish.

Crescent-shaped underbands, for short-back sailors, either at side or back.

White and light colored hats are more popular though black ones are quite as fashionable for Summer wear.

# Wholesale Millinery

**QUICK  
and  
ACCURATE**

That's the reputation we have for filling letter, 'phone or telegraph orders.

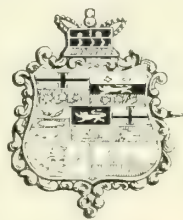
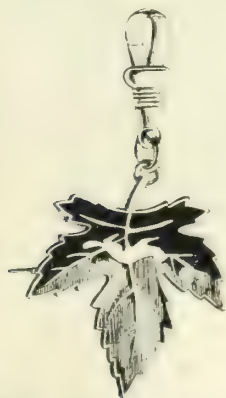
Our stock is still well assorted, enabling us to give the usual general satisfaction in the filling of orders.

**Please Note**—Our representatives have left for their respective routes with complete range of samples for Fall and Winter season. Kindly reserve orders.

## THE D. McCALL CO., Limited

### GOODS FOR SUMMER TRADE.

The tourist trade this year in Canada is likely to be the largest yet, and those dealers who prepare for it by placing in a stock of souvenirs and other things suitable to that trade will do well. Among such goods there is nothing that takes better than hat and scarf pins, brooches, belt buckles, etc. These in enamelled jewellery are very pretty, as may be seen in Nerlich & Co.'s cata-



logue just issued. In this there are illustrated a number of attractive fancy articles which dealers should see, including patriotic jewellery, such as maple leaf, Canadian, British and French coats-of-arms, etc., as in the accompanying cuts. The colors of these are bright and attractive, and are enamelled on gilt bronze. The coming Royal visit to Canada will be the occasion for an immense sale of these goods. Dealers should send for this catalogue.

They are also showing penholders and letter openers with specially inscribed wording, which will be liked by the trade. Shell paperweights and ornaments with souvenir wording are

other goods that have been well selected for this trade. They are beautifully made and will take well. Among the other fancy goods that can be handled in quantities this year are Scotch ware with Scotch mottoes, imitation wedgewood or cameo ware and fancy china ornaments and knick-knacks. The trade in such goods has been a growing one for some years, and this year promises to be better than any previous one.

Mr. Jas. Rodger, managing director Gault Brothers, Limited, is on a three months' trip to Europe.

The Montreal Cotton Co. have received a letter from the secretary of the Glasgow Exhibition, stating that the exhibit with which they won the Grand Prix at Paris has been set up at Glasgow, and is proving itself quite an attraction.

The Dominion Oilcloth Co. will have their Fall samples in the hands of the wholesalers early this month. They claim that the new range will be the neatest and prettiest they have ever shown. In floorcloths, greens and deep red effects will predominate.

Mr. W. B. Matthews, the genial manager of Gault Brothers' smallwares department, is at present making a tour of the continental markets visiting St. Gall and other lace markets as well as the British Isles. On his return in a few days the trade may expect to have large sample job box lots of embroideries offered them. He is also bringing his purchases of Christmas Swiss handkerchiefs.

S. Greenshields, Son & Co. are incorporating some new lines into their smallwares department. They have lately stocked calendars, A. B. C. books, children's toy books, playing cards and mechanical toys. A nice line of fancy calendars is shown for 1902, to sell from 5 to 50c. Children's A. B. C. books can be got to retail from 1c. to 35c. This will form quite an addition to their variety of notions and similar wares.





## THE CANADIAN COTTON SITUATION.

MONTREAL and TORONTO, June 1901.

THERE are no startling developments in cotton prices, and the manufacturers claim that while they have equalized the price lists by a few changes in a downward direction they anticipate no further depression as long as raw cotton maintains its present level. As remarked in our last issue, the position of things is partly explained by the fact that no one in Canada ever paid the highest prices for cottons. The mills seem first to have taken the bulk of the orders and then put prices up. Now they are slowly going back to where they were before. Competition from abroad, the fall in raw cotton, and the rivalry of our own mills make the situation more doubtful, but not much.

As prices both of English and American cottons are easier this has produced some effect here. American denims, for example, were reduced about the middle of May about 10 per cent. to 12½ per cent., and though they have become firmer since that date, the Canadians have met the cut and with June 1 quotations for denims and two marked lines of ticks are 12½ to 15 per cent. lower. In white and grey cottons there are no actual changes in the lists, although the manufacturers are said to be well supplied and are accepting offers at less than list prices, in some cases as much as 2c. a yard less.

On May 21 some lines of linings were reduced, four numbers of linenettes from ¼c. to ½c. a yard, and five numbers of jeans ½c., but the rest of the list is firm, and even these lines now quoted lower are ½c. higher, as compared with the Spring 1900 schedule.

The Montreal Cotton Co. report some very large orders for linings during the last two weeks. A number of the wholesale houses who were hanging back, thinking there would be a great reduction in prices, which have not occurred, have now booked their usual orders. As far as consuming goes, we understand that the trade of the country is in first-class shape, they having as much money, if not more, to supply their wants in wearing material. Some of the mills find the distribution of goods dull. This is simply from the fact that the retail, as a general rule, over-bought last year, but these over-bought stocks are now in good shape and distribution of cotton goods should go on as usual. The overplus, of course, and medium grey cloths in the United States has rather a demoralizing effect, but the stoppage of machinery there ought to bring the situation around to a normal state very shortly.

So far, we have no confirmation of the rumor of a big cotton trust. Most of the companies say they have not been approached in the matter. The mills, generally, are on short-hour time so as not to glut the market with goods. This the manufacturers wisely deem better than depressing prices. Regarding the Parks mills, there is to be a legal sale of the property some time next month, and the mortgagees say they will operate the mills if the city of St. John provides the working capital. But nothing so far has been done.

## LINENS FIRM.

Advices from abroad are that linens are on a stable basis as to price. Some Canadian buyers talk of higher prices, but we do not anticipate that. Belfast reports show trade very quiet, but prices practically unchanged. In brown cloths prices remain at the high level, but a fractional reduction would probably be made for a big order.

## THE ENGLISH WOOLLEN MARKET.

The wool sales in London which went on during May are important. The prices realized will probably form the basis of prices for woollens and dress fabrics until the Spring of 1902. The previous sales had established an advance of about 5 per cent. for merino wools. The May sales, according to cable advices up to May 20, have maintained these figures and also recorded a further advance of 7½ per cent. in fine grades of merino. Competition was for the most part brisk, bidders from the continent and the United States being most prominent. The English manufacturers rather hesitate to pay the highest prices recorded. If they are forced to do this, prices of fabrics would necessarily be advanced for next Spring. As there does not seem to be much prospect of merinos falling in price, high-grade English woollens are quite likely to go up in price next season. The better grades of colonial cross-breds sold well, but the lower grades are very low in price. Serges made from them are only prevented from falling in sympathy by the cost of the manufacturing processes. On the whole, the English woollen situation is on a firm basis all around.

## CANADIAN OILCLOTHS.

The latest price list of table, shelf and cotton stair oilcloths, issued last month, is as follows:

|                                             | Widths.       |        |
|---------------------------------------------|---------------|--------|
|                                             | 5/4           | 6/4    |
| Fancy mosaics, per piece of 12 yards        | \$2 10        | \$3 00 |
| Fancy marbles, " " "                        | 2 10          | 3 00   |
| Fancy Woods, " " "                          | 2 10          | 3 00   |
| White Marbles, " " "                        | 2 25          | 3 20   |
| White Muslin, " " "                         | 2 25          | 3 20   |
| Colored Muslins, " " "                      | 2 25          | 3 20   |
| Bronzes, " " "                              | 2 25          | 3 20   |
|                                             | 11 in. wide.  |        |
| Shelf oilcloth, " " "                       | 0 60          | ....   |
| Shelf oilcloth, " " 24 "                    | 1 20          | ....   |
|                                             | 15 in. 18 in. |        |
| Stair oilcloth, muslin back, 50 yd. lengths | 6½            | 8½c.   |
| Stair oilcloth, duck back, 40 "             | 10c.          | 12c.   |

## FLOOR OIL CLOTH.

|                                                                     |      |
|---------------------------------------------------------------------|------|
| No. 1 quality, in widths of 4-4 5-4, 6-4, 8-4 and 10-4, per sq. yd. | 32c. |
| No. 2 quality, " 4-4, 5-4, 6-4, 8-4 and 10-4, " "                   | 25c. |
| No. 3 quality, " 4-4, 5-4, 6-4 and 8-4 " "                          | 20c. |
| Mats or rugs—No. 2 quality in the following sizes: 4-4 x 4-4.       |      |
| 4-4x6 4, 5-4x5-4, 6-4x6-4, 6-4x8-4, 8-4x8 4, 8-4x10 4 10-4x10-4     | 30c. |

## CANTAS STAIR OIL CLOTH.

|                   | 2-4  | 5/8  | 3/4  |
|-------------------|------|------|------|
| Canvas back.....  | .09½ | .12  | .14½ |
| Painted back..... | .13  | .16½ | .20  |

Length of pieces, 30 yards.

Terms: Cash, less 3 per cent. in 10 days.

## COLONIAL PRINTS, FALL PRICE LISTS.

The following new price list of the Colonial Bleaching and Printing Co.'s prints for Fall, 1901, was issued May 1:

|                                   |    |                        |     |
|-----------------------------------|----|------------------------|-----|
| Flannels—                         | c. | Tweeds (continued)—    | c.  |
| No. 96 twill, 28".....            | 9  | No. 82 tweed, 28"..... | 11½ |
| Colonial flannels, 29"....        |    | Twills—                |     |
| Red and black.....                | 8  | No. 87 cloth, 32"..... | 10  |
| Green, blue.....                  |    | Black and white.....   |     |
| Purple, pink, etc.....            |    | Navy and white.....    |     |
| Kopje, 28" aniline fancy          | 8  | No. 72 cloth, 32"..... | 11½ |
| spots, stripes, etc.              |    | Ducks—                 |     |
| Twill French flannels, 31/32" 11½ |    | No. 28 cloth, 28"..... | 10  |
| Skirtings—                        |    | Quilts, new designs—   |     |
| No. 88 cloth, 36".....            | 12 | No. 78 cloth, 36"..... | 9   |
| Tweeds—                           |    | No. 12 cloth, 27"..... | 7½  |
| Tweed costumes, 27".....          | 8  | No. 56 cloth, 25"..... | 6   |
| Kitchener tweed, 26".....         | 10 |                        |     |

**THE MARKETS—Continued.****MAGOG PRINTS, FALL PRICE LIST.**

|                             | c.  |                               | c.  |
|-----------------------------|-----|-------------------------------|-----|
| A. 10 Salisburys .....      | 8   | A. 25 Durban drill .....      | 10½ |
| A. 12 Pinks and sky blues.. | 8   | A. 26 Seaforth tweeds.....    | 10½ |
| A. 13 Fancies .....         | 8   | A. 27 Ladas tweeds.....       | 12½ |
| A. 14 Suitings .....        | 9   | A. 28 Heavy moles .....       | 17  |
| A. 15 Wrapperettes .....    | 11  | A. 29 Extra heavy moles ..    | 21  |
| A. 16 Reversible wrapper-   |     | A. 30 Twill cretonne .....    | 8   |
| ettes .....                 | 11  | A. 31 Ottoman cretonne....    | 10  |
| A. 17 French twills .....   | 12  | A. 32 Oatmeal cretonne....    | 11½ |
| A. 18 Swansdown.....        | 15  | A. 34 Sateen cretonne.....    | 16  |
| A. 19 Coat lining .....     | 11½ | A. 35 Napped sateen .....     | 12½ |
| A. 20 Skirting .....        | 11  | A. 40 Cheviot suitings.....   | 12½ |
| A. 21 Skirting .....        | 12½ | A. 41 Alexandria cloth ....   | 12  |
| A. 23 Moreen skirtings .... | 11½ | A. 43 Reversible salisburys.. | 8   |
| A. 24 Heavy twills .....    | 12½ | A. 45 Embossed foulard....    | 10  |

**NOTES FROM THE STAPLE DEPARTMENT.**

In order to make room for Fall importations, P. Garneau, Fils & Cie, Quebec., have made a reduction in several prices of grey cottons. Any inquiry will be immediately attended to.

The W. R. Brock Company, Limited, Montreal, are showing a special heavy grey cotton which can be retailed at 5c. They are selling out a stock lot of pillow cottons in plain, light and heavy circular at 15 per cent. below to-day's market prices. In prints, a line of mercerized dress sateens in new designs and colorings, to retail at 25c., is being opened out. In linens, some manufacturers' jobs in bleached and unbleached tablings and crash towellings, are being sold away below market prices.

S. Greenshields, Son & Co. expect to show their Fall samples of linens about the middle of June. The range will include, besides the staples, such as towels, table damasks, cream, bleached and colored, all in a variety of new designs, a very attractive line of Turkish towels, which will be a feature, as well as a beautiful assortment of German fancy linens, such as tray cloths, sideboard covers and centre pieces, fringed, hemstitched or open worked.

In the way of prints, some specially neat things in white grounds are being sold by Wyld-Darling Co. in immense quantities. A new shipment of indigos has just arrived, one special line of fancy printed foulard lawns, and four specials in white figures, which are being sold below mill price. There is a good demand for plain and twill unbleached sheeting. A job line of these is being offered at a low price. Low-priced, dyed shaker, in pink, blue and white, are being taken rapidly for leaders. Some nice patterns in Scotch ginghams, in three prices, can be retailed from 12½ to 20c. Cretons, both domestic and imported, are going well. A line of printed denim cretons is offered.

The European buyer of The Brock Co., Toronto, has secured four mill lots of mercerized cotton; first, consisting of plain colored pongee in 12 colorings, a beau ideal lining for sheer goods, regular price 15c., offered at 10c. The second lot is an extra fine printed pongee in navy and white, black and white, purple and white, spots, stripes, and foulard patterns, with a very high finish, a perfect imitation of pongee silk and one that does not crush, being offered at 15c., regular 20c. The third and fourth lots are 32-in. schreinered mercerized sateen in beautiful designs and colorings. These fabrics at 18½c. are worth 22½c. Along with these they have had some sateen patterns put on the regular British cloth, and this is offered at the regular price of 10c. Good business is being done on a solid ¾-in. checked gingham, in blue and white and pink and white, which has been hard to secure as a large quantity has been in use for fancy work; fine fabric at 13c. A special stock lot of heavy Canadian prints are being offered in case lots of 36 pieces, to retail at 8c. The last ship-

ment is just to hand of the A1, 58 in. cream damask table linen, contracted for over 18 months ago, and still offered at the old figure, to retail at 25c. Along with the above they have received four special numbers of French canvas at old price, extra heavy weights, naturals CZ and CM, blacks C150 and C200, offered at 10 and 11½c., respectively, for the first and second numbers. No. 25 is a 32-in. schreinered mercerized black satana, regular price 25c., can be retailed at that. This has a finish which can't be told from a high-priced satin.

**PROOF OF PROGRESS.**

The Standard Shirt Company, Limited, Montreal, now one of the largest shirt, collar and cuff manufacturing concerns in the Dominion, have decided to increase their capital from \$200,000 to \$1,000,000. This step was decided upon at the annual meeting of the shareholders held during the past month when the usual dividend of 8 per cent. was paid. The company now employs 1,000 hands, and makes frequent shipments to South Africa and Australia, besides supplying the home market.

## Let's Talk About Your Prospects.

How are you getting along? Any hope for promotion or are you at a standstill—in a rut? We're looking for young men with ambition. That class of young men are looking for us, too; that is, they're looking for just such help as we're offering.

**HERE'S THE PLAN:**

We teach by mail or in person at this Training School the following lucrative professions:

### Advertisement Writing, Window Trimming and Card Sign Writing.

Upon completion of a course the student is in a position to demand a much better salary where he is or he will be assisted to a new position at a good salary. We are in constant receipt of requests for competent men from merchants all over the country. Our terms are reasonable and the time required surprisingly short. Write for particulars.

**Economist Educational Association**

78-80 Walker Street, New York.

William H. Bond, Manager

Operators of . . .

Dry Goods Economist Training School, New York;  
Columbian Institute of Mercantile Training, Boston, Mass.

*Please mention this Review when writing.*



**GEO. RITCHIE AND CO.'S SUCCESS.**

The old-established dry goods firm of Geo. Ritchie & Co., Belleville, Ont., are now doing business under the style of The Ritchie Co., Limited. The business was established by the late Mr. George Ritchie in 1856, and has gradually increased in size and importance until the present frontage is one of 66 feet, with five large windows and three entrances. The latest addition to the building makes the store one of the finest in Ontario. Their success during 45 years of business must be accounted for by the excellent management and business-like methods of the firm.

**A MANITOBA FIRM'S OPINION.**

W. G. Murphy & Co., Carberry, Man., write: "We would not be without 'The Dry Goods Review' for twice the price as it keeps us in touch with the trade all over Canada; in fact, no merchant in the trade should be without it, and we consider it the best trade journal in circulation. Everything is lovely in Manitoba so far. The crops are beginning to make an appearance, and the weather is very favorable."

Dress linens, which have been very popular during the past three years, are again to the front this season. Plain goods go best, but The Wyld, Darling Co. are also doing well in some handsome color effects. They find a steady demand for table linens, napkins, canvases, crashes, etc., customers buying more freely than usual on account of the advance in these goods on the Old Country markets. They are carrying the largest assortment of handkerchiefs they have ever had, in plain, lace

and embroidered, and the sales on these for the coming Christmas trade are the largest yet experienced.

Application has been made for the incorporation of The Canadian Spool Cotton Company, capitalized at \$200,000, with headquarters at Montreal. The object of the company is to deal in cotton, silk, wool, linen or other threads or cloths, manufacturing, buying and selling, and to grow and prepare the raw material for such goods. They will supply everything in connection with these goods for manufacturers or retailers, and buy and sell any article that may be required by dealers in a like business.

Canada has three large wall paper factories. The Watson, Foster Company, Limited, Ontario street, Montreal; Colin McArthur & Co., Notre Dame street, Montreal, and Stauntons, Limited, Toronto. These firms have conquered the home field and during the last few years have been entering with zest into the export trade, which they hope to greatly expand. The establishments of these various firms are capacious and up-to-date, while they are managed by capable and practical men. The latest patterns are procured each season, expert designers are employed, the work is executed by experienced printers and modern machinery and their productions compare favorably with those of any other country. Their way of doing business is methodical and all that can be desired, and parties wishing to deal with any of them can rest assured they will get satisfaction. At present Canadian wall paper is shipped to Australia, Tasmania, New Zealand, Great Britain, United States, South Africa, West Indies, Trinidad and South America. In some of these countries our firms have appointed agents.

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# The Penman Manufacturing Co., Limited

MILLS AT

*Thorold,  
Coaticook and  
Port Dover.*

HEAD OFFICES:

... PARIS, ONT.

Manufacturers  
of

**KNITTED  
GOODS** of all  
descriptions

INCLUDING

Ladies' and Gentlemen's Underwear  
in Cotton and Wool, Hosiery, etc.



SELLING AGENTS:

**D. Morrice, Sons & Co., Montreal and Toronto.**



# Our Stock This Month

for the present and late Summer Seasons in

*Black Silk Grenadines*

*Black French Voiles*

*Printed French Delaines*

*“Seabelle” Dress Serges—Black, Navy—a full range of prices*

*French All-Wool Henriettas in Cream, Cardinal, Navy, Brown*

*White Swiss Spot Muslins (all prices)*

*Victoria Lawns*

*India Linons*

*Nainsooks*

*Satin Check Muslins*

*Tucked Apron Muslins*

*“Imperial” Fast Black Hosiery*

*Black Cotton Hosiery (with natural wool feet)*

*Black Lisle Thread Hosiery*

*Black Lisle (with lace fronts)*

*White Valenciennes Edgings and Insertions*

*White and Black Lace All-Overs*

*Swiss Muslin All-Overs*

*Black Sateen Blouses*

*Black Muslin Blouses*

*White Muslin Blouses*

*Ready-to-wear Skirts in Black and Navy Lustre,*

*Black and Navy Serge, Pique, Linen, etc., etc.*

*Ladies' White Underwear, an immense stock of new goods*

## Will be of Special Interest.

FILLING LETTER ORDERS A SPECIALTY

# John Macdonald & Co.

Wellington and Front Streets East,



TORONTO

# THE CANADIAN DRY GOODS REVIEW



THE MACLEAN PUBLISHING COMPANY

ADVERTISING DEPARTMENT, 100, QUEEN STREET, WEST, TORONTO



# WYLD-DARLING

COMPANY, LIMITED.

**FALL 1901**, we have greatly enlarged our warehouses southward, thus adding increased facilities, and are daily receiving shipments to complete the largest assortment we have ever offered the trade.

Complete Samples are now on the road :

**WRAPPERETTES**—English, German, and Domestic.

**FLANNELS**—Grey, Navy, Military, White, Scarlet, and Fancy.

**WHITE AND GREY WOOL BLANKETS**—“Specials” confined to ourselves.

Our range of **LINENS** is more extensive than ever :

Tablings,  
Crashes,

Towels,  
Canvas,

H.S. Table Covers,  
Five O’Clock Tea Cloths,

S.B. Scarves,  
Tray Covers.

**Handkerchiefs** { Silk—Plain, Initial, and Brocaded.  
Linen and } Plain Hemstitched, Embroidered Lace  
Cotton } Effects.

## KNITTED GOODS FOR LADIES’ WEAR.

**HOSIERY LEADERS**—“Jumbo,” “192,” “198,” “206”—Wool.

Popular Priced **UNDERVESTS**—“Special,” and “65.”

Cashmere Hosiery, Wool Mitts, Toques, Hoods, Clouds, Fascinators, etc.

In **WOOLLENS**, we cater to all branches of the tailoring trade. New and nobby Fancy Worsted and Tweed Suitings.

**SERGES** and **LININGS** — our own brands, guaranteed.

Our values in staple **DRESS MATERIALS**, including Black and Navy Cheviots, to sell from 50c. to \$1 50, and Venetian-Faced Box Cloths, at various prices, in all the newest shades, meet all fair competition.

“**IMPERIAL**” and “**VICTOR**” Dress Serges, in Black and Navy.

**D104 TAFFETA SILK**, in all colors—very special, to sell at 75c.

## MEN’S FALL UNDERWEAR

Fleeced, Shetland Wool, Fancy Stripes.

Unshrinkable Ribbed Shirts and Drawers

“**WOLSEY**” UNDERCLOTHING

Garments Bearing



Will Not Shrink.

ORDERS BY LETTER RECEIVE PROMPT ATTENTION.

**WYLD-DARLING CO., LIMITED, TORONTO.**

John Bayne Mac Lean, President.  
Montreal.

Established 1886.

# *The Mac Lean Publishing Co. Limited.*

## *Trade Newspaper Publishers,*

### *Montreal and Toronto.*

*Hardware and Metal Merchant.  
The Canadian Grocer.  
Bookseller and Stationer.  
The Dry Goods Review.  
The Printer and Publisher.  
Canadian Military Gazette.  
Etc. Etc.  
Circulate in every Village, Town  
and City in Canada.*

*Offices:  
Montreal, Toronto,  
St. John, N.B., Winnipeg,  
New York, London, England.  
Cable Addresses:-  
Adscript, Toronto, Canada,  
Adscript, London, England.*

July 1, 1901.

DEAR SIR:

I have much pleasure in submitting herewith the Fall Number of THE DRY GOODS REVIEW. I would like to have your honest criticism of it. Tell me the good and weak points in its reading matter and its advertising columns. I know it is good, because its contents come from the best men in the trade in Canada, in the United States and in Europe. I am sparing no expense to make it good. Canada now leads the world in many lines, and I intend, notwithstanding our smaller population, to lead in publishing papers for business men. I can do it, because I am a practical and successful business man myself--so is everyone connected with THE DRY GOODS REVIEW.

On the other side you can read what other publishers think.

If you are not now a regular subscriber, and would like to have the paper, fill in the blank below.

Yours truly,

JOHN BAYNE MacLEAN.

*The Dry Goods Review*

*Montreal and Toronto, \_\_\_\_\_ 19*

*Please send us THE DRY GOODS REVIEW  
addressed as follows:*



# What Other Newspapers Say About Us.



THE JOURNALIST, N.Y.—“MacLean's papers are more frequently quoted in American dailies than any papers in Canada.”

TORONTO DAILY WORLD.—“Their opinions carry much weight with merchants and manufacturers. They have succeeded where many failed, because they have brains, experience and capital.”

ST. JOHN, N.B., DAILY TELEGRAPH.—“MacLean's papers are read by leading business men in the Maritime Provinces.”

TORONTO DAILY MAIL.—“Reports are full and reliable.”

MONTREAL DAILY GAZETTE — “The leading papers in their line in Canada. The typographical excellence is a tribute to Canadian printing.”

TORONTO DAILY GLOBE.—“They are ably edited.”

HALIFAX DAILY HERALD.—“Are well known in this Province.

DAILY FREE PRESS, OTTAWA.—“Their publications are at all times neat, attractive and useful.”

DAILY WHIG, KINGSTON.—“A marvel of mechanical and literary excellence.”

DAILY WORLD, VANCOUVER, B.C.—“Not only the largest, but the handsomest publication issued from the Canadian press.”

DAILY PROVINCE, VANCOUVER, B.C.—“The MacLean Co. are noted for artistic designs in colored printing in their magazines.”

MERCHANTS' REVIEW, NEW YORK.—“Canada is considered an unprogressive country, but The MacLean Co., with their autumn number, show that in publishing, they at least are a long way ahead of the times.”

EVENING WITNESS, MONTREAL.—“One of the most handsome publications ever issued in Canada.”

PUBLISHERS' WEEKLY, NEW YORK. — “The craze for illustrated supplements which the newspapers everywhere have been selling is dead. It made fortunes for three or four, but there are many heavy losers. . . . Another concern, The MacLean Publishing Co., came here from Canada six months ago with \$30,000, and has gone home with nearly \$250,000 profits.”

DAILY TIMES, ST. THOMAS. — “As everybody knows, the trade newspaper and magazine publishers of Canada are The MacLean Publishing Co., Montreal. They issue seven papers, which cover the entire mercantile community. . . . The finest thing ever published in Canada.”

THE AMERICAN PACKER, N.Y.—“Their special numbers are well worth placing on the library table.”

PROFITABLE ADVERTISING, BOSTON.—“The MacLean Co. are already famous for their excellent special numbers.”

N. E. GROCER, BOSTON.—“All such productions lift higher the plane of journalism.”

DAILY JOURNAL OF COMMERCE, N. Y. — “Altogether a credit to the enterprise and activity of The MacLean Publishing Co.”

## THE MacLEAN PUBLISHING CO., Limited.

(Established 1884)

### POST CARD.

*The Dry Goods Review,*

*10 Front Street East,*

*Toronto.*

### PUBLISHERS OF

the following newspapers circulating in every Province of Canada from the Atlantic to the Pacific, among wholesale and retail merchants and manufacturers:

The Canadian Grocer  
The Hardware and Metal Merchant  
The Dry Goods Review  
The Bookseller and Stationer  
The Printer and Publisher  
The Military Gazette

### OFFICES:

Montreal—232 McGill Street.  
Toronto—10 Front Street East.  
Winnipeg—Western Canada Block.  
St. John, N.B.—3 Market Wharf.  
New York—176 E. 88th Street.  
London, Eng.—109 Fleet Street, E.C.

# S. Greenshields, Son & Co.

## MONTREAL.

---

Our new goods for

# FALL 1901

are arriving daily, and by the end of this month every department will be replete with the latest seasonable goods.

We can confidently say that the trade in Canada never had such a large and varied assortment to select from, as is now contained in our warehouses.

We will be pleased to see any of our friends in Montreal this summer.



FALL  
1901

S. GREENSHIELDS, SON &amp; CO.

FALL  
1901

Montreal, and Vancouver, B.C.

## Canadian Lining Department

GRAND PRIX  
PARIS, 1900

"A Good Tale Best Oft' Told."

We have before frequently drawn attention to the high position held **in Canada** by the goods manufactured by

**The Montreal Cotton Co., Valleyfield,**

and this reputation has been fully endorsed by the award to them of the **GRAND PRIX** at the Paris Exposition, 1900. This is the **Highest Award** the Jury of Experts could give, and was obtained by about only six other concerns in the same class in the whole textile world.

We carry in stock at all times the full range of goods manufactured by the above Company, embracing :

|                 |                            |                                 |                        |
|-----------------|----------------------------|---------------------------------|------------------------|
| <i>Foulards</i> | <i>Linenettes</i>          | <i>Black and Col'd Italians</i> | <i>Victoria Lawns</i>  |
| <i>Silesias</i> | <i>Percalines</i>          | <i>Pocketings</i>               | <i>Swiss Checks</i>    |
| <i>Surahs</i>   | <i>Fast Black Satines</i>  | <i>Costume Drills</i>           | <i>Fancy Muslins</i>   |
| <i>Jeans</i>    | <i>Colored Satines</i>     | <i>Ducks</i>                    | <i>Lace Stripes</i>    |
| <i>Canvas</i>   | <i>Mercerized Satannas</i> | <i>Turkey Reds</i>              | <i>Col'd Organdies</i> |
| <i>Wigans</i>   | <i>in black and colors</i> | <i>Percales</i>                 | <i>Silkalines</i>      |

We would draw special attention to their new lines in Fine Percalines, Peau de Soie, Verre Filé, Plain and Colored Mercerized Satannas, Also a large line of Plain and Fancy Muslins.

We carry the Largest Stock and are the Largest Distributors of these goods in Canada

**Greenshields & Co., Limited, Vancouver.**

Six Thousand, Five Hundred  
Pieces

# FANCY GINGHAMS

Comprising all qualities  
Newest colorings and designs

ALL AT 25% LESS  
THAN MANUFACTURERS' PRICES.

**6,500.**

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*S. Greenshields, Son & Co.*

MONTREAL.

GREENSHIELDS & CO., Limited

Vancouver, B.C.



# CLEARING LINES IN FLANNELETTES

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*We are offering to our Customers a lot of*

**10,000 Pieces**

*in Plain Colors, Stripes, Spots and  
Fancies.*

THESE GOODS ARE EQUAL IN VALUE TO  
ANYTHING WE HAVE EVER SHOWN.

Ask any of our **Fifty=Three** Travellers for samples  
or write direct to our warehouses.

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**S. GREENSHIELDS, SON & CO.,**  
**Montreal.**

**GREENSHIELDS & CO., Limited**

**VANCOUVER, B.C.**



**YOU ARE  
CERTAIN**

TO BE ASKED  
FOR . . . . .

THE *Cravenette*<sup>TM</sup> STAMP  
(Registered Trade Mark)

**Cloth**



**DO NOT NEGLECT** to send your Order in Early.

**It Is THE BEST Material**  
**FOR RAINY-WEATHER GARMENTS.**

**S. Greenshields, Son & Co.**

Sole Selling Agents  
for Canada.

**MONTREAL.**

**GREENSHIELDS & CO., Limited, VANCOUVER, B.C.**



**—700—**  
**CASES**

# PRINTED COTTON GOODS

Comprising 

Light and Dark Colored Prints  
Light Fancies and Indigo Ducks  
Flannelettes and Wrapperettes  
Ladas Tweeds  
Heavy Moles  
Extra Heavy Moles.

We offer entire lot at less than  
makers' prices.

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**S. GREENSHIELDS, SON & CO.**  
**MONTREAL.**

GREENSHIELDS & CO., Limited

VANCOUVER, B.C.

# YOU WILL BE SATISFIED

With your GLOVE SALES if  
you keep an assortment of

# PEWNY'S KID GLOVES

ALWAYS IN STOCK.

**WHY?** Because they are popular  
with your lady customers.

**THE FIT AND QUALITY** of these gloves is  
well known and appreciated.

EVERY PAIR IS GUARANTEED.

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## S. GREENSHIELDS, SON & CO.

MONTREAL.

GREENSHIELDS & CO., Limited

VANCOUVER, B.C.

Sole Selling Agents for Canada.



# S. GREENSHIELDS, SON & CO.,

MONTREAL.

IN T. DEPARTMENT

We have a very large assortment of

Belts, Buckles, Purses,  
Cushion Tops, Fans,

and Ornaments of every description.

---

Write us for anything wanted  
in . . . . .

NOTIONS. We can supply your wants.

---

## LINENS

We have now in stock 

A FULL ASSORTMENT of

# HOUSEKEEPING LINENS

THE MANUFACTURE OF

**Messrs. James & Thomas Alexander, Limited**  
**Canmore Works, Dunfermline.**

The goods made by this well-known firm are unequalled for their quality and  
superiority of finish.

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## S. GREENSHIELDS, SON & CO., Montreal

Sole Selling Agents for Canada

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

# BEAVER BRAND WATERPROOFS.



Coat and Cape.

"Toronto."

"Raglan."

Manufactured by—

## The Beaver Rubber Clothing Co.

Limited

1851½ Notre Dame Street,

WRITE US FOR SAMPLES  
AND PRICE LISTS.

— MONTREAL.



# RYLANDS & SONS

LIMITED

## MANCHESTER, ENG.

Cotton  
Spinners

Bleachers

Merchants

Dyers

Manufacturers

Finishers



### Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

## Capital, \$14,500,000. Employees, 12,000

### LIST OF DEPARTMENTS :

Plain Dress Goods, British and Foreign

Bleached Calicoes, Sheetings

Fancy Dress Goods, British and Foreign

Oxfords, Harvards, Galateas

Silks and Velvets

Dyed Linings

Velveteens

Floor Oilcloths

Irish and Scotch Linens

Laces

Table Damasks,

Prints and Cretonnes

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Shirts, Underclothing

Flannelettes, Hosiery

Ladies' Blouses

Flannels and Blankets, Quilts

Boys' Blouses and Sailor Suits

Smallwares, Haberdashery and Trimmings.

Umbrellas, Gloves

# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

**W. B. STEWART**

27 Front Street West, TORONTO

## THERE'S A DIFFERENCE IN GLOVES.



SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

**W.H. STOREY & SON**  
THE GLOVERS OF CANADA.  
**ACTON, ONT.**

## THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

## Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.  
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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W. H. Beatty, Esq., W. D. Matthews, Esq.,  
VICE-PRESIDENTS.

W. C. MACDONALD, J. K. MACDONALD,  
ACTUARY, MANAGING DIRECTOR.

HEAD OFFICE. TORONTO.

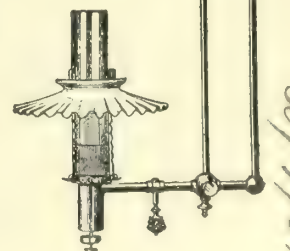
## THE LIGHT — OF — EIGHT OIL LAMPS — FOR THE — COST OF TWO.

100 CANDLE POWER  
FOR

50 cents a month with  
gasoline at 40 cents a  
gallon.

Satisfaction guaranteed or money  
refunded.

No. 8.



## THE AUER GASOLINE LAMP

CHEAPER  
BRIGHTER } THAN } ANY  
OTHER LIGHT

Write for Catalogue

**AUER LIGHT CO.**

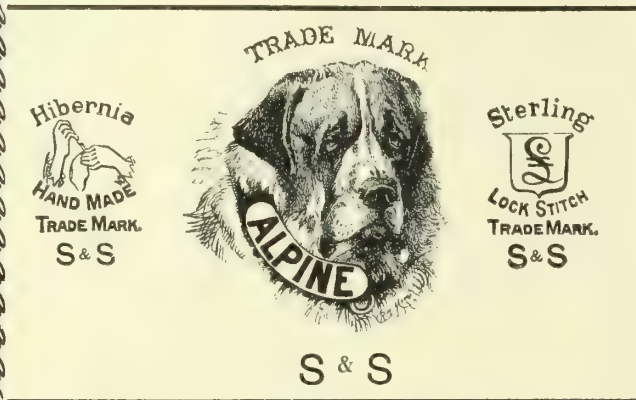
1682 Notre Dame, - - - MONTREAL  
E. SIMPSON & CO., MOOSE JAW, Agents for the Territories

*All cuts used in A.G.L.  
up to this date returned.  
30/9/01*



# STAPLEY & SMITH

128 London Wall, E.C.,  
LONDON, ENGLAND.



## MANUFACTURERS



Our Various Departments:

Ladies' Underclothing  
Baby Linen

Dressing Gowns and  
Jackets

Infants' Pelisses,  
Frocks and Costumes

Corsets

Ladies' Colored Skirts,  
Shirts, Silk Blouses,  
Etc.

Infants' Millinery

Swiss Embroideries

## "ALPINE" UNDERWEAR

— FOR —

### Ladies and Children.

Canadian buyers while in London are cordially invited to inspect our extensive stock of high class goods, or we will be pleased to send to merchants in Canada copies of our catalogue and quote prices.

# Crompton's Improved Form Straight-Front Bias-Gored . . . Corsets

— Are the Corsets it Pays the Merchant to Handle. —

Styles A., B., C., D., and E. are a Revelation in Corset Construction.



Style B.

A Straight-Front, Bias-Gored Corset; unrivalled in giving the correct military poise. Made of finest imported sateen.



"Cadet."

The New Parisian Girdle Corset; admirably adapted for slender and small figures. Made of fine imported sateen.



Style D.

Straight Front, Bias Gored; gives a most graceful effect to bust and hips; reduces the abdomen. Made of finest French coutille.

THE MOST CORRECT DESIGNS FOR PRESENT-DAY COSTUMES.

BE SURE AND SEE THESE NEW MODELS BEFORE PLACING ORDERS FOR FOREIGN MAKES.

## THE COST

Doesn't end with the buying,==

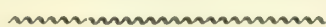
if it's Carpet from the Old Country. You've got to remember that about one-third of the cost laid down is paid IN CASH to His Majesty's Customs before the goods are yours. Perhaps this point has struck you before. Our

## Wiltons Brussels

are not excelled anywhere here or in the Old Land. They are produced from the best wools and warps, dyed by ourselves, and honestly woven in the most artistic designs. They are serviceable and reliable.

Dealers who handle our lines can always repeat orders in a few days.

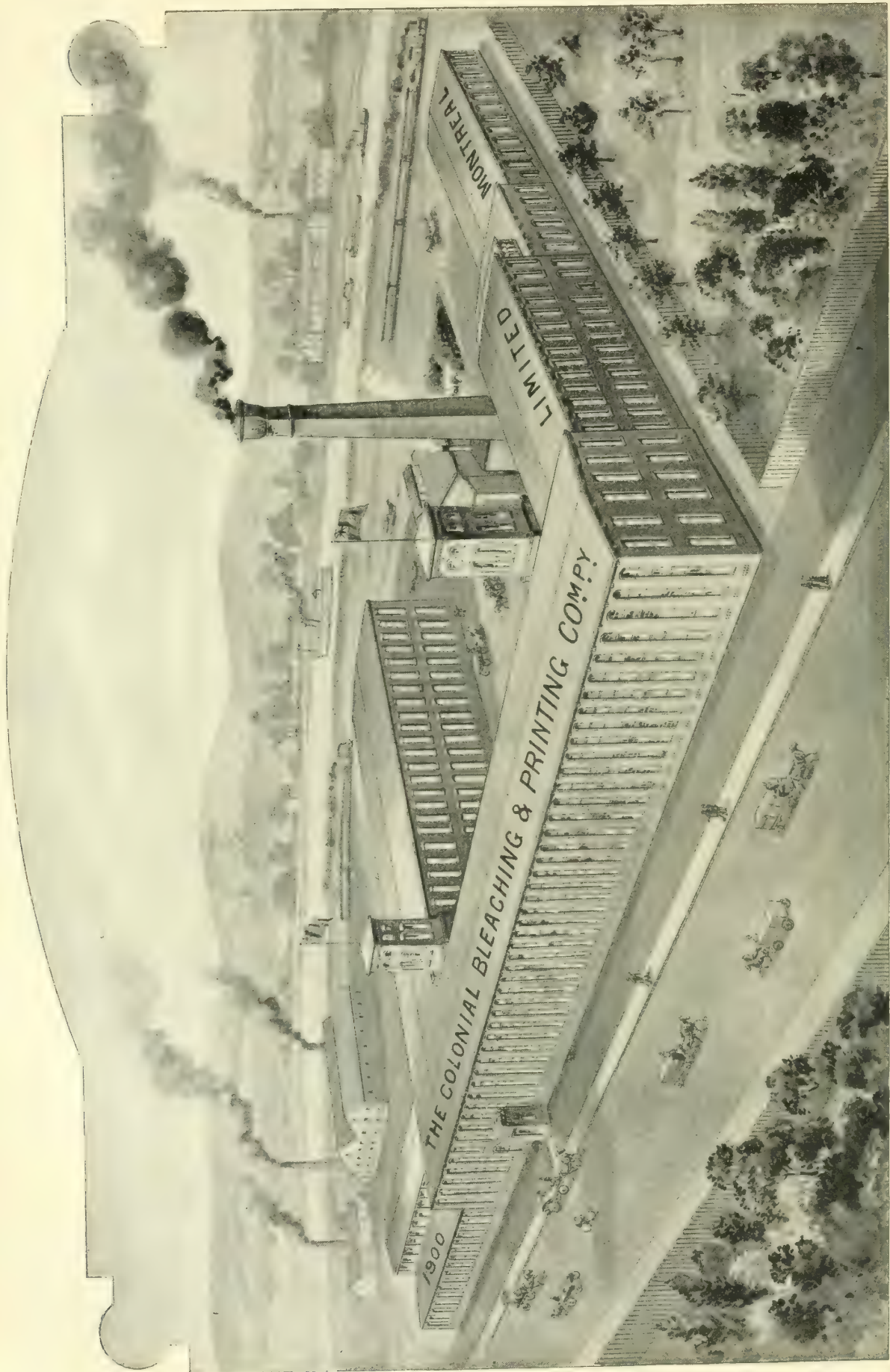
Let us know something of your needs, and we will submit samples and prices.



**GUELPH CARPET MILLS CO., Limited**  
GUELPH, ONT.



*Returned to Mont. Office  
30/7/01*



**The Colonial Bleaching & Printing Co., Limited Montreal**

OFFICES

Victoria Chambers,  
232 McGill Street.

# Caulfeild, Henderson & Burns

17 and 19 Front St. West

TORONTO.



*STAND UNRIVALLED in CANADA  
as IMPORTERS of UNDERWEAR  
and HOSIERY.*

**It is** a well-known fact amongst our many customers from the **Atlantic** to the **Pacific** that the **Values** in these goods are **not equalled** by our **competitors. This has stood the test.**

## GOODS OF OUR OWN MANUFACTURE

**Summer Clothing, Pants and Overalls. Shirts** of all descriptions, viz.: **White** and **Colored** Dress Shirts, **Negligee** in **Percalé, Madras, Ceylon** and **Sateens.**

**Neckwear**—The latest styles in fabrics and designs always to the front.

To lead as **Importers** and **Manufacturers** of **Men's Furnishings** only, in all its branches, is our special aim.

LETTER ORDERS PROMPTLY FILLED.



WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

# CAMPBELL'S

## Linen Threads.

### ON SPOOLS OR IN HANKS.

#### 200 Yds. SPOOLS.

BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also Bleached in 90 and 100

All numbers \$1.00 per dozen.

#### 100 Yds. SPOOLS.

BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

#### 1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

|      |        |      |      |      |      |      |      |      |      |              |
|------|--------|------|------|------|------|------|------|------|------|--------------|
| Nos. | 16     | 18   | 25   | 30   | 35   | 40   | 50   | 60   | 70   | 80           |
|      | \$1 05 | 1 10 | 1 30 | 1 40 | 1 55 | 1 75 | 2 05 | 2 25 | 2 60 | 2 90 per lb. |

#### HANK THREADS.

BLACK, DRABS, W. BRO.

Nos. A or 25      B or 30      C or 35

|                                |      |         |         |
|--------------------------------|------|---------|---------|
| "Royal "                       | 32c. | 35c.    | —       |
| "Bull's Head "                 | 52c. | 58c.    | 65c.    |
| Campbell's "Best" for Tailors. | 90c. | \$1.00. | \$1.10. |

#### CARPET THREAD NO. 18.

Black, Green, Drabs, Dark Drab \$1.00 per lb.  
Red, " " " " \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

#### WHITE STAR FLOSS.

\* \*\* \* \* \* or assorted.  
\$1.05 per box.

SOLE AGENTS FOR CANADA

# John Gordon & Son, Montreal.

Stock held for us in Toronto by W. P. RODGER, 33 Melinda Street.

# THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, JULY, 1901.

No. 7.

## PARIS SHOPS AND SHOPPING.

A Centre of Interest to Dry Goods Buyers.

PARIS, as the centre of ladies' fashion, holds a very great interest for buyers of dry goods from all over the world, and, though the dry goods stores there may not be ahead of those in other countries in regard to the display or sale of goods, the prestige thus acquired by them gives them a place in the minds of many that no other stores can quite fill.

\* \*

In matters of taste and design in ladies' apparel, Paris has for a long time been almost supreme, though at present one or two centres in other countries are fast acquiring as great a name. The methods of doing business in the large dry goods houses are in a number of ways wholly different to those of our own country, and were such methods introduced here the result would likely be a failure. There are very few really great dry goods stores in Paris for the size of the city, five being an outside number. They appeal to the middle classes, the very wealthy ladies buying their goods in small or "private" places, which do rather an exclusive trade, and the poorest people dealing in the many cheap stores which can be found in every neighborhood of the city.

\* \*

French stores carry specializing to the extreme. At one place, says The London Drapers' Record, in a special article from which we extract a number of the following facts, only umbrellas are sold, at another fans, a third deals only in ladies' lingerie, and a fourth makes a specialty of lace. In these small places the treatment of customers is not as courteous as in the large stores, nor is it the kind that would be tolerated in this country. It is thought unbusinesslike to show more goods to a customer than is absolutely necessary, and after a great deal have been exhibited and there is apparently no inclination on the customer's part to take anything, the

salesman or woman becomes very pressing, and frequently visitors to a store are almost compelled to purchase something, whether they want it or not, or else listen to some impudent remarks from the salesmen.

\* \*

It is the exact opposite in the large stores. The Bon Marche was the first to adopt new methods, and afterwards the Grands Magasins du Louvre and the Grand Magasins du Printemps followed its lead. In these, the three largest places, the price is marked on all the goods, and no cutting is done. Customers can go in and examine goods without being asked to purchase anything. The salesmen and women are expected to be obliging, and consider it "no trouble to show goods." Whether the customer is buying or merely looking at the goods, the salesman shows him the utmost courtesy.

\* \*

Those of the salesmen and saleswomen who do not live at home are required to sleep on the premises. In the Bon Marche all the employees are lodged and fed in the building. The upper floor is devoted to kitchen and dining-room purposes, some 4 000 people being fed there every day. And the meals are excellent. A large reading-room and many other conveniences are supplied. There are free evening classes in music and languages, and a term of six months' study in London is paid for by the store to the best pupils studying English. A saleswoman makes from 60c. to \$1 per day. A young man entering the store receives about \$100 per year, which, if he becomes a good salesman, he may increase to \$600 per year. This is outside of board and lodging. Pensions for life, amounting in some cases to \$300 per year, are given to employees who have served 20 years in the store. The amount is proportioned to the position the pen-



The Bon Marche, Paris, entrance rue de Serres.





*From the London Drapers' Record.*

Grands Magasins du Louvre.

sioner occupied in the store. The employes may invest money in the business up to a certain amount, on which they are paid a fair per cent.

The outward appearance of these large places is a great improvement over that of our own stores. Inside they are quite differently arranged also. In the centre is a large well, by which the whole store is well lighted. The upper floors are composed of large galleries running around this well. This arrangement permits of some excellent displays of goods being made, and usually one sees them in all colors festooned over the railings of the galleries.

Elevators are used very little in Paris stores, though these big places generally have one or two. In the Magasins du Louvre there is a large platform which slowly ascends through the different floors, but the average shopper prefers to walk up the broad steps, which are very easy of ascent. On every landing certain goods are displayed and sold the same as over the counters.

Goods are exchanged very freely, and money is refunded down to the price of two yards of cloth or silk. This results in the stores having on their hands a good deal of goods that cannot be sold as new. To get rid of these, a number of counters on the second floor are devoted to their sale, at reduced prices.

In all these places business is done on a strictly cash basis, but the Bon Marche, Magasins du Louvre, and such places give what is termed a limited credit. After consultation with the concierge, or person in charge of an apartment house, they will deliver goods to anyone in the apartments and request payment in a few days. It is very difficult to collect bad debts in France, hence the prevailing cash system.

The sidewalk outside the stores is used for the sale of

remnants of cheap goods. A number of small booths are arranged along the front of the store, and in these sometimes special sales are conducted. This is looked upon as a great advantage to some people, who can get what they want there, without having to climb the stairs to where the regular department is situated.

The big stores do very little advertising in newspapers. They rely, instead, mainly on catalogues which they send to everyone whose name has ever appeared on their order books. The special sales are advertised in the papers and by lithographs on the walls round vacant lots.

The "private" shops, or those in a certain fashionable locality, and doing an exclusive business, advertise in the ladies' journals by means of very cleverly written reading notices in which the firm's name and address are mentioned in the most casual way as selling some particular goods. In such advertisements the French tradesmen have great confidence.

The largest stores buy direct from the mills, so the wholesale houses of Paris are carried on more for the foreign and country buyers, and their position in relation to the trade of Paris is not so imposing as it would be under conditions like those prevailing in this country. Most of the wholesale houses are merely the city representatives of one manufacturer, though a few of them carry the goods of several mills.

The great designers of costumes for fashionable ladies all over the world have also places of interest for the drygoodsman. Most of these designers carry very large lines of dress materials and trimmings, and several of them have large buildings of their own, employing a staff of men and women, besides the designers. These dressmakers buy from the wholesale houses, who sell to them alone, and deal in the finest and most expensive goods.





**T**HE London man of fashion, who dresses in the very latest style and wears the very best materials, is taken as the world's standard for those who wish to be correctly attired at every season, place and hour.

#### The Furnisher's Knowledge.

The clothes he wears, when he wears them, their cost, etc., require study on the part of those who would dress like him, and, if they were willing to spend the necessary time in acquiring this knowledge, there would be little for the men's furnishers to do but follow instructions. But the hatter, tailor, etc., are expected to know all these things for their customers and to use their knowledge in providing them with the exact garment or article required. It is hardly necessary to say that the dealer who can keep his most fashionable customers up to the mark in dress, even to the smallest detail, and can also help the less affluent member of society to be as well dressed as possible, on as small an amount as possible, will make lifelong customers of both. But he must first know how it is done by these two classes in the home of male fashion—London—and to supply that information this article is written. To commence with the fashionable man, he who is always properly dressed for every occasion, and whose hats, boots, shirts, etc., are the best as well as the latest.

#### The Luxurious One's Hats.

Two silk hats, one for special occasions, are necessary. Opera hats are again in favor, and one of these should be added. A hard felt hat, a couple of tweed caps and a straw hat must be included for wearing in the country. His days spent in travelling, yachting or hunting require suitable headwear, and his list of hats is not complete without a Homburg hat for travelling, a yachting cap and silk hunting hat.

For these goods the customer pays his West End hatter the following prices, cash or credit :

|                                  | Credit. | Cash.   |
|----------------------------------|---------|---------|
| 2 Velvet napped hats.....        | \$12 00 | \$11 00 |
| 1 Best hard hat.....             | 4 00    | 3 60    |
| 1 Corded silk opera hat.....     | 6 25    | 5 75    |
| 1 Homburg hat.....               | 1 00    | 3 60    |
| 1 Straw hat.....                 | 2 00    | 1 85    |
| 2 Tweed caps, leather lined..... | 3 75    | 3 25    |
| 1 Yachting cap.....              | 3 50    | 1 10    |
| 1 Silk hunting hat.....          | 5 00    | 4 50    |
| Total.....                       | \$40 50 | \$36 65 |

Of course, these prices are merely an average, as some customers pay more than the above figures for these articles and others pay less. For his yearly outfit the well dressed man requires one silk hat, one hard hat, one straw, one cap and one hunting hat, which cost him \$19 credit or \$17 cash.

#### In the Matter of Clothes.

His greatest care is, of course, given to the products of his tailor and furrier. He generally allows himself two morning coats and waistcoats, and two frock coats and waistcoats, which, after all, only gives him one change of coats for Summer and one for Winter. To wear in the house and save his more expensive

garments he must have a lounge suit. He prepares for the country in the way of lounge suits by having three for Summer and three for Winter. One jacket and one pair of knickerbockers will suffice for his shooting and golfing. A yachting suit, a black or grey hunting coat and fancy checked vest, three pairs of hunting breeches and one pair of tweed breeches are necessary. Two flannel lounge suits are usually added, and, as to trousers, seven pairs of cashmeres for London wear and six pairs of white duck are a fair supply.

He needs a long list of overcoats. A fur coat comes first of all. It must be of the best quality and make, too. He may have a great many changes of fur on the collar and cuffs of the coat, spending, if he wishes, \$1,500 on it. But, for a fashionable man, a coat can be had with mink lining and Persian lamb collar and cuffs for about \$240. For the theatre he needs a light overcoat for Summer wear and a heavier one for the Winter, when it is not cold enough for his fur coat. For hunting, racing and coaching he should have one covert, one Newmarket and one heavy coaching coat. A shooting coat, an ulster for travelling, and a macintosh complete the list. He may also have a special coat for wearing over his evening clothes and a morning coat for wearing in town in Summer, but these can be dispensed with.

For evening wear the fashionable Londoner considers two dress coats and waistcoats and four pairs of dress trousers a modest outfit. In addition to this he should have seven white dress waistcoats for Summer wear, and a dinner jacket for home or for hotel life.



#### The Prices He Will Pay.

His bill for these goods at three months' credit would be :

|                                        |             |
|----------------------------------------|-------------|
| 2 Morning coats and waistcoats.....    | \$61 50     |
| 2 Frock coats and waistcoats.....      | 75 00       |
| 1 lounge suit.....                     | 31 00       |
| 3 " (summer).....                      | 78 75       |
| 3 " (winter).....                      | 86 60       |
| Norfolk jacket and knickerbockers..... | 31 00       |
| Yachting suit.....                     | 81 00       |
| Melton hunting coat.....               | 35 00       |
| Fancy hunting vest.....                | 9 00        |
| 3 Pairs white hunting breeches.....    | 10 50       |
| Tweed breeches.....                    | 16 00       |
| 2 Flannel lounge suits.....            | 37 00       |
| 6 Pairs duck trousers.....             | 30 00       |
| 7 Pairs cashmere trousers.....         | 59 50       |
| Fur overcoat.....                      | 240 00      |
| Light overcoat (theatre).....          | 1 00        |
| Heavy overcoat (theatre).....          | 34 00       |
| Covert coat.....                       | 50 00       |
| Newmarket coat.....                    | 50 00       |
| Ulster.....                            | 50 00       |
| Macintosh.....                         | 50 00       |
| Shooting coat.....                     | 28 00       |
| Coaching coat.....                     | 28 00       |
| 2 Dress coat suits.....                | 41 00       |
| 2 pairs dress trousers.....            | 15 00       |
| Dinner jacket.....                     | 28 75       |
| 7 White dress waistcoats.....          | 43 75       |
| Total.....                             | \$81 436 35 |



The above, as we said, is on a credit basis. The London West End tailor takes off 5 per cent. for cash, which would leave about \$1,364. The above-mentioned wardrobe would, in the ordinary course of events, last him about two years, unless some radical change of fashion would come in during that time. In the third year he would likely get two new overcoats, two London coats, and, in about the same proportion, he would add to his other garments. His yearly expense in this line would be about \$250.

#### Shirts, Handkerchiefs and Neckwear.

The haberdasher's is a place of much importance to a well-dressed man. Here he invests first in a dozen and a half of dress shirts, with collars attached or separate. About 18 day shirts are required, and, with these, three flannel shirts, one dozen silk undergarments for Summer and a dozen of flannel undergarments for Winter are a modest allowance in the way of shirts. Silk handkerchiefs he must have for evening, but linen will do for the day. Silk half-hose must be worn in the evening, and, for Summer and Winter day wear, black cotton or woollen half-hose are quite good enough.

As to ties, there are so many different tastes in color and shape that no special numbers of each can be selected. But a reasonable supply would be a dozen washing ties, six ties that do not wash and six hunting ties. Two dozen white dress ties and a silk muffler complete the list of neckwear. Silk pyjamas are not absolutely necessary, but are usually worn. Braces are often made in the colors of his club, and two pairs of these are considered sufficient. Mitts, driving and riding gloves, street gloves, evening gloves and fur gloves are all necessary. A dressing gown is another necessity, and usually padded silk smoking jackets and fancy waistcoats are also placed in his wardrobe.

#### When the Bill Comes In.

The credit prices for these goods would be :

|                                                   |          |
|---------------------------------------------------|----------|
| 18 Dress shirts, pique fronts, collar attached... | \$60 75  |
| 18 Day shirts .....                               | 51 75    |
| 3 Flannel shirts .....                            | 13 00    |
| 12 Silk under-shirts .....                        | 76 50    |
| 12 Pairs silk drawers .....                       | 85 50    |
| 12 Flannel jerseys .....                          | 40 50    |
| 12 Pairs flannel drawers .....                    | 43 50    |
| 18 White silk handkerchiefs .....                 | 15 75    |
| 18 Linen handkerchiefs .....                      | 6 25     |
| 18 Pairs black silk half-hose .....               | 56 25    |
| 18 Pairs cotton half-hose .....                   | 15 75    |
| 18 Pairs black wool half-hose .....               | 12 25    |
| 2 Pairs gait stockings .....                      | 4 75     |
| 12 Washing ties .....                             | 7 50     |
| 6 Winter ties .....                               | 9 00     |
| 2 Dozen dress ties .....                          | 6 00     |
| 6 Hunting ties .....                              | 8 25     |
| 1 silk muffler .....                              | 5 25     |
| 1 Black dress tie .....                           | 75       |
| 3 suits silk pyjamas .....                        | 37 50    |
| 2 Pairs silk braces .....                         | 1 25     |
| 1 Pair mitts .....                                | 1 25     |
| 1 Pair driving gloves .....                       | 1 25     |
| 1 Pair reindeer hunting gloves .....              | 2 50     |
| 2 Pairs street gloves .....                       | 1 50     |
| 12 Pairs evening gloves .....                     | 10 50    |
| 1 Pair fur gloves .....                           | 5 25     |
| 1 Dressing gown .....                             | 26 25    |
| 1 Thick heating jersey .....                      | 2 50     |
| Total .....                                       | \$611 75 |

The discount for cash would bring the bill to \$580. For keeping up his wardrobe in these garments the well-dressed man must spend about \$250 per year.

#### Footwear and Its Cost.

The West-End shoemakers charge very high prices for their handiwork in turning out boots for London's fashionable

men. The well-dressed man can possess a handsome set for about \$234. Three pairs of black walking boots, two pairs of brown boots, two pairs of patent leather buttoned boots, and a pair of pumps will do for day and evening wear. For hunting and other pastimes he has a pair of tops and a pair of notcher boots, two pairs of heavy shooting boots, a pair of golfing boots, yachting and tennis shoes. Black slippers and bathroom slippers complete his outfit. For these goods he would pay, perhaps, \$200—fine boots are dear in England—while if he paid cash the outfit might be had for something under \$200. To keep his stock of boots replenished would mean an average expenditure of \$125. The walking boots, brown boots, button patent leathers and pumps would have to be renewed annually, and the others about every fourth year.

To sum up his expenses, the fashionable man will require about \$2,322 credit, or \$2,192.50 cash, for his outfit, and for keeping it up \$637.35 would suffice.

#### The Less Expensive Outfit.

The less fashionable man gets along on a much smaller amount. He presents a good appearance, but has not the variety of garments that the very dressy man possesses, and he will not apply to the "swellest" tailor shops, nor take so much care of his clothes.

One silk hat each Summer he buys, and when it is not too much worn he keeps it the next season for very bad weather. A stiff felt hat, a straw hat and a tweed cap complete his hat outfit. The prices are :

|                              |        |
|------------------------------|--------|
| Best quality silk hat .....  | \$1 50 |
| Best quality stiff hat ..... | 2 50   |
| Fine straw hat .....         | 1 50   |
| Tweed cap .....              | 75     |
| Total .....                  | \$9 25 |

He renews each of these every year, so that \$9.25 would be his yearly expenditure.

For London wear he has a morning coat and vest, a frock coat and vest, and four pairs of trousers. For wearing in the country he purchases two lounge suits, one for Winter and one for Summer, a waterproof Norfolk jacket and knickerbockers, a flannel or serge suit with an extra pair of trousers. A dress coat and vest and two pairs of dress trousers will do him for evening wear. For overcoats, a heavy one for Winter, a light one for Summer and a lined waterproof garment are an average stock.

|                                            |          |
|--------------------------------------------|----------|
| Blue melton overcoat .....                 | \$30 75  |
| Cashmere overcoat .....                    | 14 50    |
| Rainproof inverness .....                  | 26 25    |
| Dress coat .....                           | 26 25    |
| Dress vest .....                           | 4 25     |
| 2 pairs dress trousers .....               | 16 00    |
| Frock coat and vest .....                  | 28 75    |
| Morning coat and vest .....                | 25 25    |
| 4 Pairs trousers .....                     | 25 00    |
| Summer lounge suit .....                   | 25 00    |
| Winter lounge suit .....                   | 26 25    |
| Flannel or serge suit .....                | 9 50     |
| Extra pair flannel trousers .....          | 1 50     |
| Waterproof jacket and knickerbockers ..... | 26 25    |
| Total .....                                | \$266 50 |

About \$118 per year are required to keep these garments renewed.

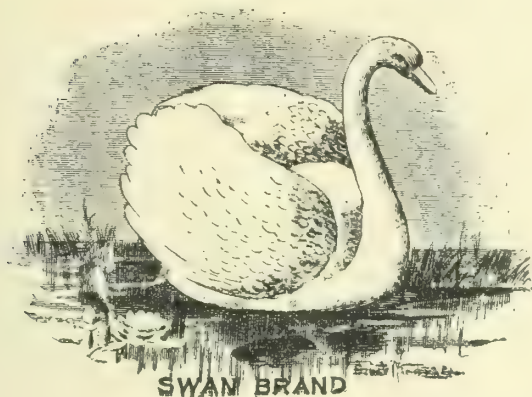
#### He Puts Less Into Haberdashery.

He does not, like his better-dressed brother, spend a great deal of time with the haberdasher. He buys a dozen and a



# THE TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO.



*Bed Pillows* (14 different qualities)  
*White Cushions, Cosies*  
*Down Comforters*  
*Silk Floss Comforters*  
*Cotton Comforters*

FALL SAMPLES ARE NOW BEFORE THE TRADE.

We attend to every order promptly, and will be pleased to mail price lists on application.

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The Toronto Feather & Down Co., Limited

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## Brereton & Manning

52 FRONT STREET WEST,

TORONTO.



WHOLESALE

MANUFACTURERS OF FURS.

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IMPORTERS OF AND DEALERS IN FURS AND SKINS.

TELEPHONE MAIN 2624.



half white shirts with extra wide fronts, which he makes serve for either day or evening wear. His underclothing consists of half a dozen gauze and cotton undergarments for Summer and half a dozen woollen ones for Winter. Two flannel shirts are sufficient. For ordinary wear, cotton and woollen half-hose are purchased, and two pairs of spun silk are kept for evening dress. One dozen white dress ties and one of black silk, with half a dozen ties and scarves for day time are considered a fairly good supply of neckwear. One pair of braces is all he wants. Two pairs of woollen stockings, a thick boating jersey, a flannel dressing gown and a pair of gloves for day and evening are required to complete his outfit. The following is his bill :

|                                    |          |
|------------------------------------|----------|
| 18 White linen shirts.....         | \$36 00  |
| 18 Linen collars.....              | 2 35     |
| 2 Flannel shirts.....              | 5 00     |
| 6 Gauze undershirts.....           | 6 75     |
| 6 Shetland undershirts.....        | 12 25    |
| 6 Pairs of cotton drawers.....     | 9 75     |
| 6 Pairs of woollen drawers.....    | 10 75    |
| 18 Cambric handkerchiefs.....      | 4 50     |
| 18 Pairs cotton socks.....         | 13 50    |
| 18 Pairs woollen socks.....        | 11 25    |
| 12 White dress ties.....           | 15       |
| Black silk tie.....                | 60       |
| Ties, cravats, etc.....            | 6 75     |
| 2 Pairs pyjamas.....               | 5 00     |
| Braces.....                        | 80       |
| 2 Pairs golf stockings.....        | 2 10     |
| Dressing gown.....                 | 6 00     |
| 4 Pairs white kid gloves.....      | 2 10     |
| Pair calf gloves.....              | 70       |
| Pair tan-lined doeskin gloves..... | 60       |
| Total.....                         | \$137 00 |

To keep his wardrobe in good repair he buys half-a-dozen new shirts a year, and has bands and cuffs put on another half-dozen. One flannel shirt and two sleeping suits will also be added each year. His ties, handkerchiefs, etc., would bring his yearly expense up to about \$50.

His boots do not give him much thought. He would consider himself well furnished with two pairs of black and one pair of brown walking boots, a pair of buttoned patent leathers, a pair of shooting boots and tennis shoes, a pair of slippers and one of pumps.

|                                  |         |
|----------------------------------|---------|
| 2 Pairs black walking boots..... | \$11 75 |
| Pair brown walking boots.....    | 6 50    |
| Pair button patent leathers..... | 5 25    |
| Pair shooting boots.....         | 7 50    |
| Pair tennis shoes.....           | 3 75    |
| Pair pumps.....                  | 5 25    |
| Pair slippers.....               | 2 00    |
| Total.....                       | \$43 00 |

The walking boots will have to be renewed yearly, as well as the button patent leathers and probably the pumps. The tennis shoes and shooting boots will last for five years. About \$40 would be necessary for his yearly expenditure on boots.

On his whole outfit he would spend \$475.80, against the \$2,322 of the man of fashion, and his yearly expense is \$217.00, while the other man spends \$637.00 per year.

Messrs. Edward Ripley & Son, Limited, continue to do a large amount of dyeing and finishing for France and Germany, thus showing that England is not lagging behind in this branch of trade at any rate. This company have turned out more goods lately than ever before since their establishment nearly 100 years ago. They dyed the goods shown by Messrs. John Foster & Sons, Limited, of Queensbury Street, at the Paris Exhibition, and did much to obtain the award of the "Grand Prix" to Messrs. Foster. The "Pirle" finish, which is so well appreciated by the trade, has been so greatly in demand during the last six months that at times the capacity of the company's works has been strained to the utmost.—London Drapers' Record.

## Treatment of Customers.

INDEPENDENCE in business is a particularly bad thing when ostentatiously shown. No merchant can afford to ignore a customer, even if his store be crowded the whole day long. He cannot treat even the smallest buyer with contempt. He must be carefully polite to the most lowly of his patrons, for it is the individual purchasers that contribute to his general success.

We all know that it is the study of and attention to little things that builds up big businesses. Perhaps the smallest thing to think of in a great and busy store is the individual buyer who spends but little, yet looks for much attention and gives a lot of trouble. He or she may be a bore, but it is not good policy to offend them. They need cultivating more, reasoning with, perhaps, but be careful not to insult them. These people are cranks and are often hard to tolerate, but their money is as good as anybody's, and, moreover, they might talk outside about you if you offended them, and not their trade alone but that of others would be lost.

I know a very well managed store where a good plan is adopted in the treatment of what we can properly term "objectionable customers," because they really are such in their personalities, although their dollar contains as many cents as that of their neighbor. This plan is to send to the "crank" the most patient and good-humored salesman that is at liberty. Some salespeople—not too many, I am afraid—are gifted with an extraordinary amount of patience, and for that very reason they exercise a great influence over persons who are the opposite to themselves in temperament. By wisely assigning the cheerful salesman to the irritable or fault-finding customer, much friction can be prevented and many patrons saved.

Every storekeeper who is looking for a permanent business must work intelligently to that end. A trade is built up by units, by odd customers coming in now and again, and remaining customers. That is the secret of every business success—keeping the customers when you have them. This can only be done by watching them carefully and seeing that they get proper attention, each according to his kind.

I think it pays every storekeeper to know as many of his customers personally as he can get acquainted with, and an observant man can soon know many by sight, if he cannot remember the names. A kindly smile or nod of recognition is often enough, a passing word or two if time allows. All these count in the long run, and make your buyers personal friends.

I have frequently noticed that some stores, which do not make special pretence to carry bargain counters, are yet the Mecca for large numbers of customers, and on inquiry I have found that the reason for this is that the proprietors have carefully "cultivated" these loyal customers in the past and they would not think of taking their trade elsewhere now. As a contrary instance, I know a few big stores where good goods are sold regularly at fair prices, and they have been unable to keep their customers, for the reason that the management did not know how to handle them.

Which goes to show that it is a mighty strong point to know just how to take care of the average shopper to-day.—Chas. Paddock, in Fame.

# KINGSTON HOSIERY CO.

KINGSTON, ONT.

Limited

Manufacturers of



## KNITTED GOODS

INCLUDING

Scotch Knit Underwear  
Fleece Shirts and Drawers  
Night Gowns

FOR LADIES AND GENTLE-  
MEN AND CHILDREN.

ALSO—

Hose and Half-Hose

Manufactured on special automatic machinery controlled  
by this company.

Trade Mark: **Imperial Crown Brand.**

*Selling Agents to Retail Trade :*

## THE RICHARD L. BAKER CO.

TORONTO.



THE  
BISHOP

NATURAL LEATHER

Fur Robes  
and Coats

GUARANTEED

to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase whether robe or coat.



THESE GOODS ARE FOR SALE BY ALL THE  
LEADING JOBBERS OF CANADA AND THE  
UNITED STATES.

THE J. H. BISHOP CO.

IMPORTERS, DYERS, SKIN DRESSERS  
AND MANUFACTURERS,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.



# The W.R. Brock Company, (Limited)

Corner Bay and Wellington Streets,

Toronto.

## LEADING TRADE ATTRACTORS.

### FOR FALL

Dept.

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- A** *"Peerless" Blankets in two sizes, confined to ourselves, lots of imitations, but for a good substantial family blanket none can equal the old reliable "Peerless."*
- B** *30-inch Blotch Wrapperettes to retail at 10c.  
Secured Cloth in the Grey, and had designs engraved for ourselves.  
CZ and C150 Fawn and Black Canvas to retail at 12½c., extra heavy weight.*
- C** *40 to 48-inch "Victorian" Venetians to retail at 50c., 75c., and \$1.00.  
41 to 42-inch "Victorian" Satin Cloths to retail at 50c., and 75c.*
- D** *Special line of 4 Homespuns and Friezes for Ladies' Tailor-Made Suits.  
Special line of 4 Black and Blue Serges, "Henley" and "Champion."*
- E** *Tapestry Body Carpets to retail at 37½c., 50c., and 60c.  
8 4 Linoleums to retail at 50c.*
- F** *Ringwood and Cashmere Gloves, Blacks and Fancies.  
"Bestnap" Fleeced Underwear to retail at 50c.  
"Brocknit" Black Cashmere Sox to retail at 25c.*



**B** **1**  
*The W.R.*  
 (Li

TORONTO WAREHOUSE & HEAD OFFICE >



**The W. R. BROCK COMPANY, (Limited)**  
 COR. BAY AND WELLINGTON STS.,  
 TORONTO.

**FALL**

**THE AMALGAM**

of the two companies, now forming one of the largest  
 in the Dominion, offer to the trade the advantages of the  
 increased buying capacity—and much greater facilities

**INSPECT**  
 through our Travellers, Letter Order Depart

**General Dry Goods, Woollens, Men's Furnishing**

*This cut to W. R. Brock  
 29/6/01 3/4 3*

# Brock Company,

(Limited)

*this sent to W. R. B.  
29/6/01 7/10*

1901



The W. R. BROCK COMPANY, (Limited)

COR. ST. HELEN AND RECOLLET STS.,  
MONTREAL.

## ATED BUSINESSES

(not the very largest) Wholesale Dry Goods Combinations  
united interests, such as—decreased working expenses—  
distribution—thereby reducing the cost to the purchaser.

## N INVITED

ent, or by a personal visit to our Warehouses.

Dress Goods, Carpets, House Furnishings, Etc.



# The W.R. Brock Company, (Limited)

Cor. St. Helen and Recollet Streets  
and 1826 Notre Dame Street

**MONTREAL**

Our Range of Samples for

## FALL

Now Complete IN ALL DEPARTMENTS.

Hosiery and Underwear

Knitted Wool Goods

Men's Furnishings

Dress Goods and Silks

Ribbons and Trimmings

Cloakings, Raglan Cloths,  
Printed Flannels, Wrapperettes

Crashes, Towellings

Damasks and Napkins

Mercerized Linings

Percalines, Linenettes, Etc.

Try us for scarce sizes and prices.

Put up in quantities to suit all purchasers.

Up-to-date in every respect.

Latest shades and cloths.

To match in widths and styles.

In all the newest designs.

Clearing stock lots.

To match.

In all shades made.

SPECIALS IN STAPLES AT VERY CLOSE PRICES.



The...

**“HUGIT”**

**WRIST**

*Made solely in Hudson Bay Knitting Co. Gloves and Mitts.  
Patented and controlled exclusively by the H.B.K. people.*

*The “HUGIT” Wrist is the warmest mitt or glove wrist in existence.*

*Made of pure wool attached to the palm and back with an elastic stitch that prevents puckering or wrinkling.*

*Adheres closely to the wrist, no matter what position it may be in.*

*Will wear as long as any mitt ever made, will keep the wrists warmer than any other wrist, is the best selling, most satisfactory wrist on the market.*

*Ask H.B.K. travellers to show you the “HUGIT” Wrist.  
Don't forget to order an assortment.*

**Hudson Bay Knitting Company**

**30 St. George St., Montreal.**



# SCOTT, SON & CO.,

Limited

8 Cannon Street



LONDON, E.G.

## Departments:



**Dress Goods,** In Black and Colours. The latest productions from all the British and Foreign Markets.

**Silks,** A Very Comprehensive Collection of the Best Productions of Up-to-date Novelties, from all the Principal Markets.

**Cottons,** Highest Class Novelties in all Cotton Dress Fabrics.

**Shawls.** Cheviot, and Useful Travelling Wraps, Babies' Wraps in large variety.

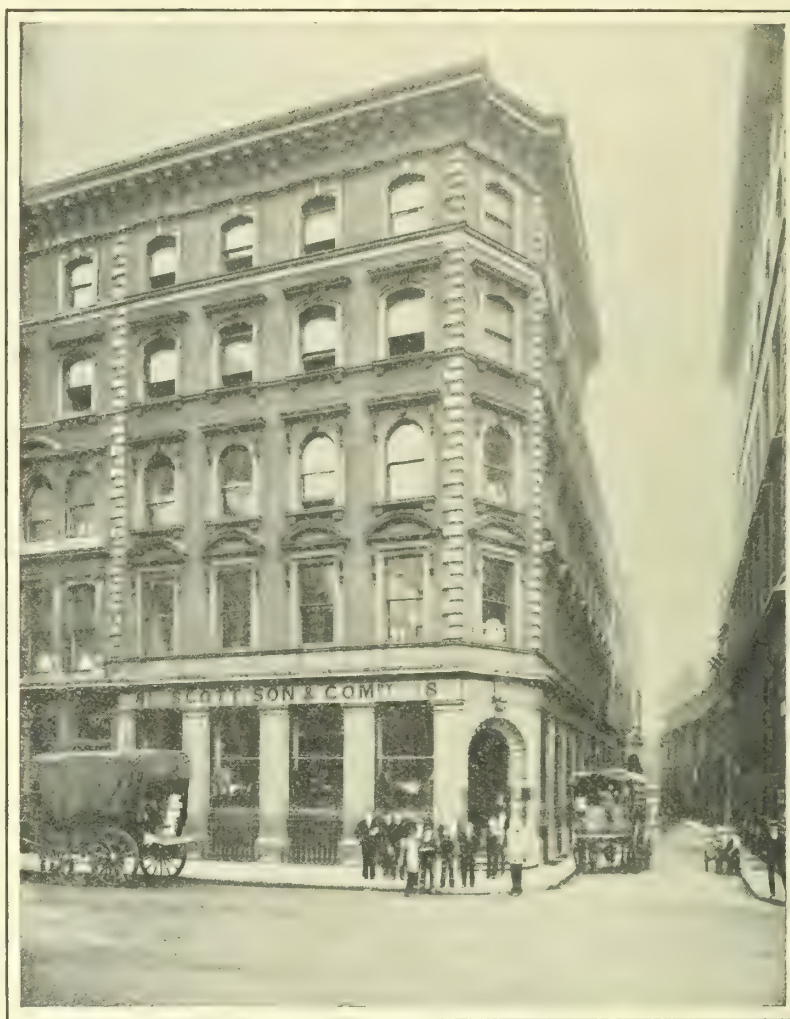
Ladies' Silk, Lace and other

**Ties.**

**Costumes.** Unique and Elegant Designs always arriving.

**Under Skirts.**

New Shaped Frill, in Striped Morietto, Silk and other New Materials.



**Mantles and Golf Capes.**

Jackets in the Latest Shapes, for Ladies and Children.

Coats and Skirts in a Variety of Designs, at all prices.

**Boas.** In Ostrich Feather.

Chiffon Boas and Ruffles.

**SILK SHIRTS AND BLOUSES.**



THE . . .

## JOHN D. IVEY CO., Limited

Our Travellers are out with their Fall Samples. Wait until you see them before placing orders. They will interest you. We cover the Dominion.

Order anything you require through our Letter-Order Department.



"Brighton"



"Highland"



"Alpine"



"Outing"

*allow 1/2  
page to J. D. I.  
3/7/01  
3/46*

## Outing Hats

for Midsummer.

They come in Grey and Castor. The "Highland" and "Brighton" have the new Corrugated Crowns. Write for sample lot and prices.

THE . . .

JOHN D. IVEY CO.

TORONTO

MONTREAL

LIMITED





# BEE HIVE Knitting Wools

MADE BY —

J. & J. BALDWIN, &  
PARTNERS, Limited,  
HALIFAX, ENG.

The Oldest Established and Largest Makers of

## All kinds of Knitting Wools

## KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering  
Wheeling  
Petticoat Fingering  
Soft Merino

Berlin Fingering  
Balmoral Fingering  
Merino Fingering  
Soft Knitting Wool

Vest and Silk Vest Wool  
Lady Betty  
Shetland  
Andalusian

Pyrenees  
Fleecy  
Dresden  
Mendings

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

### Especially adapted for Hand and Machine Knitting

We claim that they will knit further and wear longer than any other make.

Wholesale Only

— Send for Samples.

Agent —

### Duncan Bell

MONTREAL and TORONTO

## Two Hosiery Specialties:

CARTWRIGHT &amp; WARNERS'

CELEBRATED . . . .

### "Squirrel Brand"

HOSIERY and UNDERWEAR.

"Queen" (the leading English ladies' paper) says: "The name of Messrs. Cartwright & Warners enjoys such a long-established reputation for excellence in the manufacture of hosiery and underwear, that an experienced shopper is always ready to accord an appreciative welcome to any of their new productions. As long ago as the Great Exhibition of 1851, the well-known firm was awarded a medal for what was then looked upon as a wonderful achievement in the construction of machine-made hosiery, the woollen combination garment which has since become an indispensable item in most wardrobes. Among their numerous improvements of to-day is the development of a new process known as the 'Premier Finish,' which, applied to woollen hosiery and underwear of all descriptions, renders them not only soft and elastic in texture, but *thoroughly unshrinkable in washing.*"

Combinations, Drawers, Vests, etc.,  
bearing this stamp:



are absolutely unshrinkable.

### "Monodye"

(Registered)

## HOSE and HALF-HOSE.

ALL-WOOL—FAST BLACK—  
UNSHRINKABLE.

Will not turn green with wear and washing.

"Womanhood," October, 1899, says: "The 'Monodye' Stockings are black all-woollen stockings, in the production of which a great difficulty has been overcome. It has hitherto been found impossible to dye black pure wool stockings in such a way that after repeated washings they do not lose color, most looking quite green after they have been several times through the laundress's hands. The 'Monodye' stockings are, however, perfectly black, and will remain so after any number of washings. They are also quite unshrinkable, and it is a sufficient guarantee of their excellence that they are manufactured by the firm of Cartwright & Warners, one of the oldest-established firms of woollen manufacturers in England. The same firm make the 'Premier Finish' (Squirrel Brand) of all-woollen combination and underwear."

## Cartwright & Warners, Limited, Loughborough, England

Canadian Agents: R. FLAWS &amp; SON, Manchester Buildings, Melinda St., TORONTO.

# Brophy, Cains & Co.

## MONTREAL.

---

We aim to be **first** in **your mind** when you want to buy.

You know the strong points possessed by our goods.

We have the newest and best.

Ask our travellers to show you the lines mentioned in this list---many of them cannot be had from any other house in Canada.

We can deliver most of the goods in July, complete in August.

---

*Four ranges of Colored Henriettas and Velours*—60 shades in each range.

*Coating and Skirt Serges*—Ranges D 220, 221, 222, 223, 224, 227. Z 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 138.

*Chevaline and Curl Serges*—Z 128, 129, 139, 140, 141, and A.R. 490.

*Texan Cheviots, etc.*—Z 130, 131, 132, 133, 134, 135, 136, 137, and M 200, M 202.

*Fine Suiting Serges*—W 108. D 225, D 226. M 204.

*Cyracuta Serge*—J 116.

*Plain and Mixed Costumes*—Z 105, 106, 107, 108, 109, and J 107, 108.

*Faced Costume Suitings*—Z 110, 111, 111x, 112.

*Twist Costume Suitings*—Pirle Finish—Z 113, 114, 115, 162.

*Panura Habit Cloth*—Z 143, 144, 145.

*Armadine Habit Cloth*—Pirle-finish—Z 146, 147, 148, 149, 150.

*Prunell Habit Cloth*—J 109, 110, 111.

*All-Wool Sateen Suitings*—W 225, 226, 227, 228, 230. Z 160, 161, 210.

*Satin Amazone Suitings*—D 177, 178. A.R. 482, 501, 502.

*Fine Broad Cloth Suitings*—A.R. 483, 484. Z 90, 94.

*Mixed Venetian Suitings*—B 426, 427. A.R. 486, 487, 488, 489. Z 191.



**Fine Venetian Suitings**—B 420, 421, 422, 423, A. R. 485.

**Waterproofed and Shrunk Suitings**—Z 116, 117.

**Black and Colored Harris Suitings**—Z 171, 172, 173, and A. R. 480.

“ “ “ **Camels Hair Suitings**—B 416, 417, 418, 419 and A. R. 481.

“ “ “ **Poplins**—B 405, 406, 407, 408, 409, 410, 411 and Z 776.

**Black Epingle**—B 412, 413, 414, 415, W 234, 236, D 230, 231, 233.

**Black and Colored Satin a Soie**—A. R. 512.

“ “ “ **Century Satin**—A. R. 513.

“ **Panne Liberty**—D 232.

“ **Crepe de Chene**—the finest goods shown in Canada.

“ **Grenadines and Transparencies**—exclusive designs.

“ **Royalettes and Henriettas**—our usual full range.

“ **Soieuse and Silk Warp Henriettas**—Z 310, 311, 312, 313, 314, 315.

“ “ **and Silk Warp Melrose.**

**Black Soieuse and Silk Warp Almas**—Z 325, 326, 327, 328.

**Black and Colored Soleils**—Z 200, 202, 204, 206, Z 160.

**Fig. and Black Fancies**—Exclusive designs—Z 155, 156, 157, Z 188, 181, 190, J 112, J 114, J 115, D 234, B 428, A. R. 491, 492 493, 494, 495, 496, 503, 504, 505, 510, 511.

**Black Granite and Rhadama Royal**—A. R. 497, 498, 499, 500.

**Black Biarritz**—A. R. 80, 82, 84, 86.

**Black Lustres, Crape Cloths, Italians, Etc., Etc.**

**Black and Colored Union and Wool Moreens.**

**Black Cotton and Silk Warp Moriettes.**

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## BLOUSING FLANNELS.

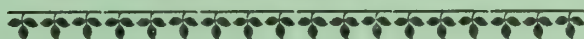
**Colored French Opera Flannels.**

**Embroidered French Opera Flannels** } Exclusively our  
**Printed French Opera Flannels** } own designs.

**Colored Zephyr Flannels.**

**Striped and Spot Zephyr Flannels**—Our own designs.

# SILKS.



Encouraged by the largely increased sales in our Silk department this year, we have bought for the incoming season, in addition to our regular ranges of Black and Self Colors, several ranges of very handsome high-class novelties.

---

## Velveteens and Velvets

Royal Velveteens, "Vanity Fair Label," reliable as ever, every piece guaranteed best dye and finish. Silk finish, "Twilled Back," in Black and 60 colors, to retail at 50c. No. 350. All shades in stock early in July. Full ranges of German and Lister's Black Silk Velvets. Over 70 shades in these ranges of

**Lister's Colored Silk Velvets.**

**Lister's Colored Panne Velvets.**

**Lister's Colored Miroir Velvets.**

**Lister's Colored Silk Plush.**

**Printed Panne Velveteens.**

FOUR RANGES OF

**French-Printed Panne-Finished Silk-Faced Velvets.**

SPECIAL NOTICE TO THE TRADE IN MANITOBA AND N.W.T.: Mr. Frederick Couse will have the pleasure of seeing you in our behalf during July and August.



# "20th Century Runner" Umbrella

FOR LADIES AND GENTLEMEN.

The Success of the Year.

## FOR SPRING 1902.



Towards the end of the month we shall be prepared to show you a most complete range of Parasols and Umbrellas for Spring 1902—delivery December 1st, '01—in ordinary frames—"20th Century Runners"—lock ribs—self-opening and self-shutting frames, etc., and the new combination

## "20th Century Runner" "Flexes Frame" Umbrella

the strongest umbrella ever offered to the trade—absolutely unbreakable with fair usage.

We have contracted for the sole control of some of the newest and nobbiest handles shown, both in better goods and also in popular-priced lines. You will be, we think, specially pleased with some of the numbers in our lines to retail at \$1.00. Many of our lines, especially the low and medium ones, will be made up with extra fine cloths, made to our order, by the best English manufacturers, and confined to ourselves exclusively.

As an example of some snaps we shall have, we might mention a line of 100 Doz. **Genuine Dresden China Handles**, best hand-painting and finish, just bought, worth \$12.00 Doz., which we can quote, made up in the best way, for less than the price of the handles alone.

We ask you to wait till you see our range before buying.

**BROPHY, CAINS & CO.**

Buy the —  
**20th Century  
Umbrella**

Runner Patented  
Jan. 9th, 1900.



DOLLY—"Swear for me, Tom—I can't find the conf-i-using spring anywhere!"

TOM—"I will do better, dear; I will buy you a 20th Century Runner umbrella like mine."

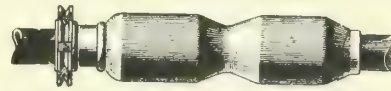


ASK FOR THEM.

# 20th CENTURY UMBRELLA

(PATENTED)

## Nickel-Plated Self-Acting Runner.

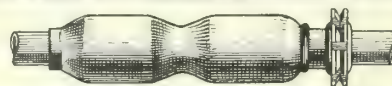


This new runner operates the springs in opening and closing the umbrella. No need to finger around looking for the spring when caught in a storm.

You are sure not to pinch your fingers or tear your gloves.

It is easily and quickly operated. Being made of solid hard tempered brass, heavily nickel plated, it adds to the strength and durability and appearance of the umbrella. It is so simple you could not get it out of order even if you wanted to.

**THIS UMBRELLA IS MOUNTED WITH OUR  
RAPID-SELF-ACTING-RUNNER.**



It moves quickly.  
It saves fingers and temper.  
The cover cannot cut against the spring.  
It saves your gloves.

PATENTED IN CANADA 1900.

FAC-SIMILE  
OF TAG  
ON EACH  
UMBRELLA

FOR SALE BY EVERY WHOLESALE HOUSE IN CANADA.

FOR SALE BY EVERY WHOLESALE HOUSE IN CANADA.

TRY THEM.

ESTABLISHED 1830.

**BENNING & BARSALOU**

Oldest Auction House in Canada.  
Trade Auctioneers and Commission Merchants.

86 and 88 St. Peter St., MONTREAL, Can.  
REGULAR SEMI-WEEKLY SALES OF  
Dry Goods, Clothing, Boots and Shoes,  
and General Merchandise.

Best Opening in Canada for Manufacturers and Merchants  
wishing to dispose of surplus stock. Liberal advances made  
on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal. La Banque d'Hochelega.  
Correspondence and Consignments Solicited.

## ALVINSTON WOOLEN MILLS

E. WARNER & SON,  
ALVINSTON, ONT.

Manufacturers of . . .

Woolen and Union  
Blankets . . . . .

We use Canadian Wool only—the best in the world  
for blankets.

Write for Quotations.

## FURS! FURS!



For Gentlemen, Ladies and Children.

OVERCOATS CLOAKS CAPES ROBES

I make a specialty of exporting Furs. The best  
market price will be paid for all kinds of Raw  
Furs.

CONSIGNMENTS SOLICITED.  
RETURNS MADE PROMPTLY.

N.B.—The best price paid for Beeswax and for  
Ginseng.

### HIRAM JOHNSON

Importer and Exporter. Wholesale Manufacturer.

404 St. Paul Street, MONTREAL

REFERENCE Bank of British North America.

Having had many years' experience in the  
manufacture of

## WOOLEN and KNIT GOODS WOOLEN HOSIERY, Etc.

and with a most up-to-date plant, I am enabled  
TO TURN OUT A 1 GOODS.

Mail Orders Promptly Filled. Correspondence Solicited.

J. T. WOOD, EXCELSIOR WOOLEN MILLS, ROCKWOOD, ONT.

Special Attention Given to Manufacturing Glove-Makers' Supplies.

My latest Glove Specialty is a CAMEL-HAIR LINING.  
Don't fail to ask for Samples.—J. T. WOOD.

## Adam Lomas & Son

Established  
1842

SHERBROOKE, QUE.

MANUFACTURERS OF

Woollen Tweeds and Serges

Dress Goods

Military, and Mission Flannels

♦♦♦♦

TORONTO AGENTS:

W. M. ANGUS & CO.  
Carlaw Buildings.

MONTREAL AGENTS:

HOLLAND & HASKELL  
Temple Building.

## ODD LINES

OF

### FANCY PARASOLS

At Prices to Clear During This Month.

## FULL RANGE OF CHILDREN'S PARASOLS.

Letter Orders Shipped Same Day as Received.

## The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.



## Pushing for Business.



**M**ANAGING a business is much like riding a bicycle; if you stand still, you fall down, if you push you go ahead and maintain your equilibrium. Day by day the pace is becoming faster, as the contestants in the race push harder.

The system of push our big firms employ nowadays in their search for business is something phenomenal. When I was conversing with the manager of one of our leading paint manufacturing concerns the other day, he spoke of a "follow-up" system he has brought into use to drum up new business. It was somewhat of a revelation to me, and I have wondered ever since whether he is not just a little in advance of the ordinary business man, whether more and more of his system is not coming into general use, even by our smaller storekeepers.

It seems that this paint firm is always on the qui vive for the names of those all over the country who are erecting new buildings or contemplating painting their houses. As the manager said, they seek for those whom they may devour. They keep these names on a list and the staff at headquarters begin operations on it. One day the man who is going to build gets a circular letter telling him of the superior qualities of "Dauby" paint. He will likely throw this into the wastepaper basket. Next week he gets another letter, still further impressing him with properties of "Dauby" paint. And if he does not answer or visit the nearest agent of "Dauby" paints he continues to get those circulars for six or seven weeks. If by that time he has not been heard from, the local agent is asked to look after him, and if there is still hope of getting him to put "Dauby" paints on his house, he gets more "Dauby" circulars. By the time he is ready to paint his house the odds are greatly in favor of "Dauby" paints. He has two alternatives, to use "Dauby" paints, or not to use them. "Dauby" has half the chance; the other half is divided among the many other brands.

It is this sort of "push" that, I imagine, is coming to play a more and more important part in business. Call it American, or apply to it what term you may, there are signs that the successful merchant of the future must adopt the idea as his own.

The idea is simply to be awake to people's wants and adopt an aggressive policy to get the trade that must ensue from these wants. In some lines this is already being done. Every Spring and Fall our millinery houses have openings; invitations are sent out and trade is courted. What reason lies behind this habit? Simply that the dealers know that ladies will want new bonnets at the beginning of each season and each milliner tries to get the trade of each lady in the town.

This idea is sometimes used in whitewear displays, but not so generally. Retailers seem to be content with the display and advertisements and do not send out invitations as they do for their millinery openings. Could the "invitation" policy not be employed more widely? It strikes me that there can be dress goods openings, carpet openings, men's furnish-

ing openings. These lines might all be pushed a little harder at their own season of the year. The dealer might be always bringing something new before the trade, timing his actions to the public wants.

But this new style of pushing for business involves further aggressive-

ness. We hear of several stores both in the United States and Canada that have tried the canvassing plan, and, if reports be true, they have been quite successful. People, of course, like to have attention paid to them, and are proud to consider their business worth coming for. It is said that one firm in a Canadian city recently gave one of its salesmen the names and addresses of the graduating ladies from the local college, and told him to see what he could do in the way of selling them dresses for the graduating ceremony. He seems to have fluttered their vanity and induced most of them to take their degree in white fabric out of this firm's store.

One might say that this is the way of the peddler or the book agent. Perhaps it is. But it is also the way to get business. If a merchant will go to the expense of elaborately dressing a window with dress goods fit for wear at a coming horse show or ball, if he will take the trouble to send notices to the fashionables reminding them that he carries just the goods that will be wanted for such and such an occasion, why should he not also go a step further and make a personal call? Some people might not take kindly to the idea at first, but these have been proven fewer than one would imagine. Identify a lady with some fashionable event and you will laud her to the skies. Make her think that her millinery trade is worth having and she will praise you for evermore. In all probability she will consider you the leader in the business. A person does not despise you because you try to make money out of them; they know you do that anyway.

That there is no better way to get business than by going after it has been proven in many lines. For years comparatively few bicycles, pianos, or baby carriages have been sold in a country town without a certain amount of drumming up.

If canvassing is recognized in the sale of the more expensive articles, why not in that of the cheaper goods? Trade would at least seem to be coming to such a state. In a by no means distant future we may see a man who intends to move besieged by agents who will want to sell him everything under the sun that can be used to furnish a dwelling.

Dry goods dealers may not welcome this change, for it has many disagreeable features. But it may be that circumstances will drive them to the new state of affairs, just as departmental competition has driven many retailers to advertising and cataloguing. The odds in favor of the buyer seem to be continually on the rise. Small sales must now be as carefully looked after as large ones used to be. E. H. C.

### HOW SEALSKIN IS OBTAINED.

When milady dons her sealskin wraps she little dreams what torture the seal has been put to in order to give her the expensive garment which keeps her warm in Winter. The seals are struck on the head with seal pikes, and should they survive the blow—as is often the case—then begins the slow torture of skinning alive. The agonized screams and sobs of the seals are heartrending. Especially inhuman is the act of throwing the skinned seals back into the water when they are half dead. Another dreadful feature of this cruelty is the slow starvation of the young, as the seals are killed indiscriminately.

...FOR...

# Fall Trade.



FACTORY

ESTABLISHED 1868.

GLOVES AND MITTENS  
MOCCASINS AND SHOE PACS  
TRAVELLING BAGS  
LEATHER BELTS, ETC., ETC.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new Ideas. We have given the trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

## W. H. STOREY & SON

The Glovers of Canada,

❁ ❁ ❁ ACTON, ONT.



# BANK OF MONTREAL

## Proceedings at the 83rd Annual Meeting.

### A SATISFACTORY REPORT.

#### Mr. Clouston's Remarks on the General Commercial Situation in Canada.

THE eighty-third annual meeting of the shareholders of the Bank of Montreal was held in the Board Room of the institution, at one o'clock p.m. on Monday, June 3.

There were present: Hon. George A. Drummond, Vice-President; Sir William Macdonald, Hon. James O'Brien, Capt. Benyon, Messrs. R. B. Angus, A. W. Hooper, Hector Mackenzie, David Morris, F. S. Lyman, K.C.; B. A. Boas, J. G. Snetsinger, W. H. Evans, W. J. Buchanan, E. B. Greenshields, Richard White, A. T. Taylor, J. Try-Davies, Henry Dobell, Hugh Cameron, M. S. Foley, Henry Mason, H. Drummond, A. Walmesley, Nicholas Murphy, John Morrison and F. T. Judah, K.C.

On the motion of Mr. R. B. Angus, Hon. George A. Drummond, Vice-President, was unanimously voted to the chair, in the absence of the President, the Right Hon. Lord Strathcona and Mount Royal.

On the motion of Mr. F. T. Judah, seconded by Mr. Henry Dobell, it was agreed: "That the following gentlemen be appointed to act as scrutineers: Messrs. F. S. Lyman, K.C., and W. J. Buchanan; and that Mr. James Aird be the secretary of the meeting."

#### DIRECTORS' REPORT.

The report of the directors to the shareholders at their eighty-third annual meeting was then read by Mr. E. S. Clouston, General Manager, as follows:

The directors have pleasure in presenting the eighty-third annual report, showing the result of the Bank's business during the year ended April 30, 1901.

#### Balance of Profit and Loss Account, 30th

|                                                                                                                                               |                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| April, 1900 .....                                                                                                                             | \$ 127,180.80         |
| Profits for the year ended 30th April, 1901, after deducting charges of management and making full provision for all bad and doubtful debts.. | 1,537,522.39          |
|                                                                                                                                               | <u>\$1,964,703.19</u> |
| Dividend 5 per cent. paid 1st December, 1900 .....                                                                                            | \$600,000.00          |
| Dividend 5 per cent., payable 1st June, 1901 .....                                                                                            | 600,000.00            |
|                                                                                                                                               | <u>1,200,000.00</u>   |
| Balance of Profit and Loss carried forward ...                                                                                                | \$ 764,703.19         |

As shareholders are aware, the present bank charters would have expired on the 1st July next. Instead of introducing an entire new Bank Act, the Government proceeded to continue the charters of the banks, and has provided for the changes, which, in its opinion, were advisable by amendments to the Bank Act of 1890.

The accommodation in the bank's building at headquarters having become very inadequate for the proper conduct of the business, it has been found necessary to erect suitable premises on the site recently acquired on Craig street, and the work is now in progress. The new premises are to be connected with the present building by a bridge over Fortification lane.

Premises are also being erected at the corner of Wellington and Magdalen streets, for the use of the Point St. Charles Agency, and since the last annual meeting the bank's

building at Sydney, N.S., has been completed and occupied by that branch.

It has been decided to open a branch of the Bank at Glace Bay, N.S., at once.

The head office and all the branches have passed through the usual inspection during the year.

STRATHCONA AND MOUNT ROYAL,  
President.

Bank of Montreal,  
Head Office.  
3rd June, 1901.

#### THE GENERAL STATEMENT.

The general statement of assets and liabilities of the Bank, 30th April, 1901, was read as follows:

| LIABILITIES.                                                                                                       |                        |                        |
|--------------------------------------------------------------------------------------------------------------------|------------------------|------------------------|
| Capital Stock.....                                                                                                 |                        | \$12,000,000 00        |
| Res.....                                                                                                           | \$ 7,000,000 00        |                        |
| Balance of Profits carried forward .....                                                                           | 764,703 19             |                        |
|                                                                                                                    | <u>\$ 7,764,703 19</u> |                        |
| Unclaimed dividends .....                                                                                          | 2,432 01               |                        |
| Half-yearly Dividend, payable 1st June, 1901 .....                                                                 | 600,000 00             |                        |
|                                                                                                                    | <u>8,367 135 20</u>    |                        |
|                                                                                                                    |                        | <u>\$20,367,135 20</u> |
| Notes of the Bank in circulation.....                                                                              | \$ 6,482,214 00        |                        |
| Deposits not bearing interest .....                                                                                | 18,184,774 47          |                        |
| Deposits bearing interest .....                                                                                    | 54,501,853 13          |                        |
| Balances due to other Banks in Canada.                                                                             | 46,082 93              |                        |
|                                                                                                                    | <u>79,214,924 53</u>   |                        |
|                                                                                                                    |                        | <u>\$99,582,059 73</u> |
| ASSETS.                                                                                                            |                        |                        |
| Gold and Silver coin current .....                                                                                 | \$ 2,564,358 30        |                        |
| Government demand notes .....                                                                                      | 3,472,440 25           |                        |
| Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation ..... | 310,000 00             |                        |
| Due by agencies of this bank and other banks in Great Britain .....                                                | \$ 2,536,166 61        |                        |
| Due by agencies of this bank and other banks in Foreign countries .....                                            | 2,264,257 63           |                        |
| Call and short Loans in Great Britain and United States.....                                                       | 23,536,628 00          |                        |
|                                                                                                                    | <u>28,337,052 24</u>   |                        |
| Dominion and Provincial Government Securities .....                                                                | 617,930 93             |                        |
| Railway and other Bonds, debentures and stocks .....                                                               | 2,889,973 17           |                        |
| Notes and cheques of other Banks .....                                                                             | 1,690,470 10           |                        |
|                                                                                                                    | <u>\$39,882,225 05</u> |                        |
| Bank Premises at Montreal and Branches                                                                             |                        | 600,000 00             |
| Current Loans and discounts in Canada and elsewhere (rebate interest reserved) and other assets .....              | \$58,850,449 34        |                        |
| Debts secured by mortgage or otherwise                                                                             | 131,135 27             |                        |
| Overdue debts not specially secured (loss provided for).....                                                       | 118,250 07             |                        |
|                                                                                                                    | <u>59,099,834 68</u>   |                        |
|                                                                                                                    |                        | <u>\$99,582,059 73</u> |

Bank of Montreal,  
Montreal, 30th April, 1901.

E. S. CLOUSTON,  
General Manager.

#### THE GENERAL MANAGER.

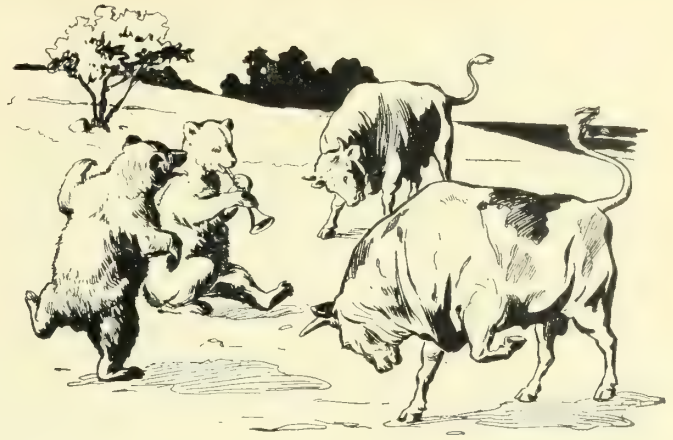
Mr. Clouston then said:

The statement before you requires a little explanation, as it is made up to conform to the Amended Bank Act of last session, and now embraces our foreign business as well as our Canadian. Previous statements showed only the balances which would be due us from other countries after our business there had been liquidated. Consequently, our statement now includes all deposits and loans elsewhere than in Canada. This makes a comparison with former statements an impossibility, but for the information of the shareholders, I may say that the principal changes in our Canadian business are as follows:

|                                               |            |
|-----------------------------------------------|------------|
| Circulation, increase .....                   | \$ 321,000 |
| Deposits not bearing interest, increase ..... | 1,963,000  |
| Deposits bearing interest, increase .....     | 5,422,000  |
| Current loans and discounts, decrease .....   | 360,000    |

You will notice that our profits are a little in excess of

# The Bulls and The Bears



The "bulls" and the "bears" of the stock markets have been having a lively tilt of it lately.

All through our sampling this season we've been playing the dual role of "Bulls" on values and "Bears" on prices—crowding up values and qualities—forcing down the prices.

We're starting our travellers away early in July.

The "Staunton" 1902 line of

## WALL PAPERS

is the largest range of samples we've put before the trade. New ideas. New colorings. New effects. Just the goods for up-to-date dealers looking for something above the ordinary, and doubly interesting because of the close prices we've made right through the line.

It's the best line we've ever shown.

And you'll say the same of it.

Don't miss seeing the "Staunton" 1902 line.

*see cut Book 8  
page 62*  
**Staunton** (LIMITED)

## Toronto

Formerly M. STAUNTON & CO.



**BANK OF MONTREAL—Continued.**

those of last year, and the statement is one of the strongest we have had the pleasure of laying before you.

As the charters of all the banks would have expired in July of this year, a further extension of ten years was granted, and certain amendments to the Bank Act were enacted.

The chief changes were:

The rate of interest on the notes of suspended banks was reduced from 6 per cent. to 5 per cent.

Power has been given to enable a bank to purchase the assets of another, thus overcoming the barrier which formerly existed to the amalgamation of banks.

In addition to the annual return of unclaimed dividends and balances, we are also required to furnish a statement of all drafts and bills of exchange issued and remaining unpaid.

In the case of a suspended bank, The Canadian Bankers' Association has been given power to appoint a curator. The association has also been entrusted with the work of inspecting and supervising the note circulating accounts of all the banks in the Dominion, an added safeguard, if any were needed, to the circulating currency of the country. In this way the association has practically become an agent of the Government in the administration of the Act.

The form of our statement to the Government has been changed, and fuller details are now required. It was this that rendered advisable the new form of statement now laid before you. Other changes were more of interest to bankers themselves than the public. Generally speaking, the alterations were in the direction of strengthening and improving the Act under which we have worked for the last ten years.

At the last session of Parliament the Finance Minister took power to establish a mint. The opinion of the bankers, not from any selfish point of view, but from what we believed to be in the best interest of the country at large, were set forth at the last annual meeting of The Bankers' Association, and I do not propose to say anything more on the subject here. The Act was only permissive, and it may be that on looking more closely into the matter, the Government may decide not to incur considerable expense in order to deteriorate the value of one of our products, as the gold is more available to pay our foreign indebtedness and more valuable for export, as bullion, than if it were minted into coin. As a circulating medium, it will not displace the paper currency here, any more than it does in the United States, while the miners to-day can obtain from the banks the same value for their gold as they would if the mint were established even in British Columbia.

Business during the last year has been generally good, notwithstanding a short crop in the Northwest, and in spite of the unfortunate condition of affairs in the mining districts. In other sections of Canada, even the most pessimistic of farmers should have been satisfied with the results of the last two years. If, from a sentimental point of view, we were eager and willing to aid the Mother Country by the despatch of troops, as will always be the case, the practical result is a magnificent advertisement to Canada, and an additional market established for our products, which will probably recoup the outlay of this country. In the last year there has been an increased demand for its products, in consequence of the Boer War in South Africa.

On the other hand, the woollen manufacturing industry has not been prosperous, and I am sorry to say the outlook for the lumber trade is not of the best, prices ruling low and the markets being congested, and we can only hope for an improvement before the season finishes.

There are also signs of overproduction in textile goods, and the manufacture of pulp, which only need judicious restraint to be put on a good basis. We must not forget the return of the wave and get so far beyond our depth as to lose our footing.

It is too early to speak of the future crops, though up to the present the reports are good, and if they turn out according to promise, we ought to have another good year, and if that comes you can see that this bank is in a position to take advantage of it.

**ADOPTION OF REPORT.**

Hon. George A. Drummond said:

You have heard the statement of the General Manager and the report of the directors, and the statements placed before you appear to me so full and complete that I do not consider it necessary to make any further amplification of them. I will content myself, therefore, with moving: "That the report of the directors now read, be adopted and printed for distribution among the shareholders."

The motion was seconded by Mr. E. B. Greenshields, and after a few remarks by Mr. John Morrison, who thought that the General Manager had taken the correct view with regard to the proposed establishment of a Canadian mint, it was carried unanimously.

Senator O'Brien moved:

"That the thanks of the meeting be presented to the President, Vice-President, and Directors for their attention to the interests of the bank."

This was seconded by Mr. David Morris, and was unanimously agreed to.

Sir William Macdonald moved:

"That the thanks of the meeting be given to the General Manager, the Inspector, the Managers, and other officers of the bank for their services during the past year."

The motion was seconded by Mr. R. B. Angus, and having been unanimously concurred in, was acknowledged by the General Manager.

Mr. B. A. Boas moved:

"That the ballot now open for the election of directors be kept open until three o'clock unless fifteen minutes elapse without a vote being cast, when it shall be closed, and until that time, and for that purpose only, this meeting be continued."

This was seconded by Mr. Hector Mackenzie, and unanimously agreed to.

On the motion of Mr. John Morrison, seconded by Hon. James O'Brien, a hearty vote of thanks was accorded the chairman for his conduct of the business of the meeting; and he acknowledged the same.

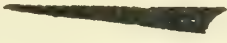
**THE DIRECTORS.**

The ballot resulted in the election of the following directors:

R. B. Angus, Esq., Hon. George A. Drummond, A. F. Gault, Esq., E. B. Greenshields, Esq., Sir William C. Macdonald, A. T. Paterson, Esq., R. G. Reid, Esq., James Ross, Esq., Right Honorable Lord Strathcona and Mount Royal, G.C.M.G.

**THE MANAGEMENT OF EMPLOYEES.**

An excellent idea is that put into practical operation by an Indiana manufacturer, who distributes money prizes semi-annually to employees for the best suggestions offered and adopted by the firm to improve its methods of manufacturing and marketing its products, as well as for those contributing to the personal comfort and convenience of each and every individual connected with the concern. Why isn't this idea in management of a force of employees, and rewarding them for "thinking out" what is for your business advantage, worth your following, Mr. Merchant? Don't you think it would pay to humor, and at the same time help, each of your employees to think out a few little things now and then that would make your business less frictional, more methodical and consequently much more satisfactory in a personal as well as in a commercial sense?

THE BEST 



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*Finlayson's*

*Knox's*

*Dunbar's*

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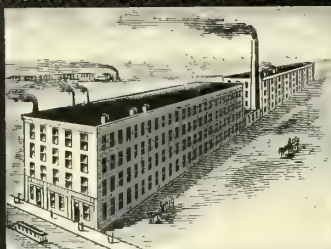
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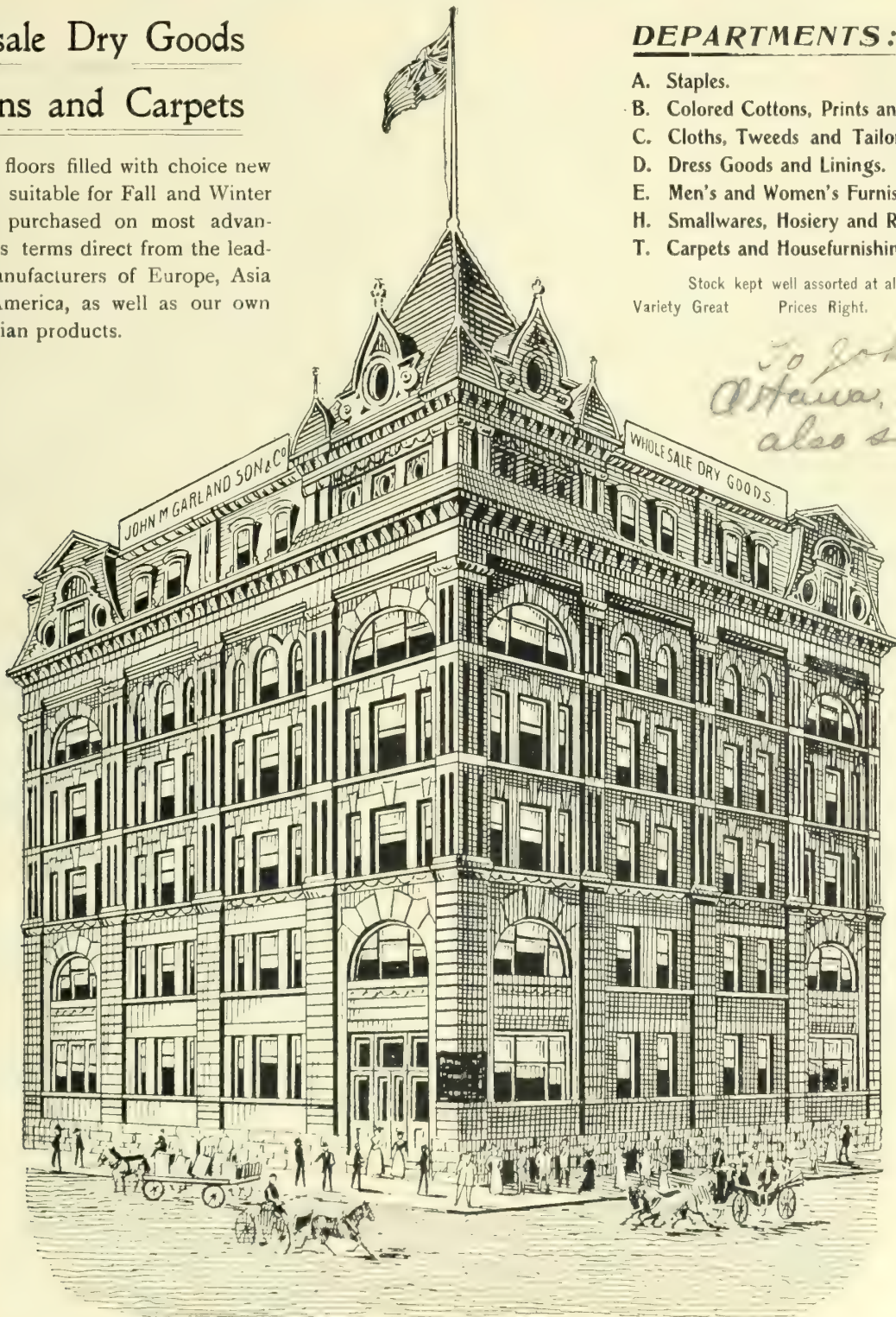
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Stock kept well assorted at all seasons.

Variety Great    Prices Right.    Terms Liberal.



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When in Ottawa call and see us. Will be pleased to see you, and to show you through one of the modern warehouses of Canada.



# The Royal Visit to Canada.

The Duchess of Cornwall and York's Dresses to Be Worn Here—  
New Materials and New Trimmings Used.



THE ladies of the Dominion will be close observers of the costumes of the Duchess of Cornwall and York, and women of fashion all over the country will doubtless, to a great extent, copy them in design and pattern, even if they do not choose to confine their dresses to black alone. A glance at the general design, as well as the materials, of some of Her Royal Highness' dresses will be interesting to those who may shortly be called upon to duplicate or adopt them.

Necessarily, all her dresses are in black, evening gowns and those for day wear alike. But the sombre tone is here and there relieved by a touch of white or mauve in lace or muslin, and by embroideries in jet and silk. The Princess has the reputation of being an eminently practical woman, and she has shown it on this occasion by having everything in the materials chosen so as to withstand the effects of a sea voyage.

One of her capes, a three-quarter style, all a pretty mass of plisse flowers, has been carried out in crepe gauze instead of chiffon, and this new and pleasing stuff will withstand all emergencies. Another cape of a shorter, more "visite" persuasion, is also frothed with black crepe gauze, weighted over by a cape of beautiful passementerie.

The Duchess is decidedly partial to the high collar. Medici collar, and it becomes her admirably. All the high collars in her wraps are much filled in with drawn and puffed crepe gauze.

A sumptuous carriage coat is another of those in which this gauze figures largely. It is of black brocade, with jet epaulettes and crepe gauze for the collar and the fluffy jabot that reaches to the foot. Another long coat is a face cloth redingote, embroidered in thick silk thread on the collar and yoke, and on fronts, sleeves and shoulders. It is a handsome garment, and lined with the palest shade of grey satin.

An evening three quarter coat has also this silk thread embroidery. This coat is made of velvet, fringed around with weighted strands of thick chenille.

There is a pretty three quarter mantle in peau de soie, appliqued with real lace, which is embroidered over with thick silk. This mantle is bordered with finely curled ostrich feathers.

A three-quarter tailor-made coat is a simple affair, but very neat. It is in a black face cloth, much strapped with its own material, and lined with black taffeta. All the others, it might be mentioned, are lined in pale grey.

## Some Evening Gowns.

One of the rich evening gowns in black satin is adorned with heavy silk floral embroidery on net, tapering to the waist and intermixed with tiny tuckings of net. The seams are what the French call "a jour," joined by an openwork of embroideries in net.

In another black silk gown are incrustations of lace outlined with jet embroideries. A folded waistbelt is made of black chiffon, and over this a front of white embroidered chiffon pouches slightly. The rest of the bodice is in bolero form, encrusted with lace like the skirt.

There is a black gown in dull silk, richly embroidered in a combination of jet and ribbon work. The tunic is cut up so as to reveal a "frou-frou" of flounces in black net, over which falls a flounce of Chantilly. The bodice is covered with embroideries and has a berthe of lace.

One of the day dresses is a pretty affair in black cashmere elaborately strapped with black glaze. The short bolero has an underneath edging of black glaze over a belt of panne, and in the centre there appears a little white chiffon chemisette, spotted by hand with rosebuds all in white.

Another black cashmere dress has a deep collar of guipure, through the pattern of which is drawn a soft scarf of white crepe tied in a bow at the side. In this, also, there is a vest of white muslin laid in infinitesimal tucks. The sleeves have



A Day Gown of the Duchess of Cornwall and York.

Made of black crepe with a spot of silk, trimmed with silk applique.

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All Sizes.

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BLACK AND COLORS.

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**THE ROYAL VISIT TO CANADA—Continued.**

full cuffs of muslin and flat wristbands, which are covered with guipure.

For wearing at a reception, there is a train of black satin, very richly embroidered with jet and trimmed with roses of black gauze, to be worn probably over a black Chantilly lace underdress.

The Duchess does not apparently intend to introduce the Empire style of evening dress in Canada, though some of her dresses have been made all in one, Princess fashion. All, however, fit closely to the waist.

**Hot-Weather Gear.**

In expectation of hot weather, many blouses of light makes of silk, chiffon, silk crepon, etc., have been provided. In a few of these there may be seen a little transparent yoke of lace, with sleeves which are also transparent below the elbow. There is not much color in any of these blouses, though here and there is just a hint of mauve, sometimes as an underlining beneath the waist and sometimes in the form of an enamelled buckle. In one it is seen in a scarf which forms the neckband. But, on the whole, black is relieved by white only.

The evening dresses show very small sleeves. In one, a satin souple dress, the bodice is draped and caught up slightly on one side, but in such a way that the material appears to be drawn in to the figure. This has long sleeves of jetted lace, the shoulders of which are covered with embroidered net. The skirt to be worn with this dress is caught up in vandykes.

Moire mousseline, a new material with all the richness of moire combined with the softness of the most artistic satin, has been used to quite an extent in many of the dresses. One in this material is covered with an embroidered applique of Chantilly lace let in "a jour," large cabochons mingling on embroidery. This dress has a low bodice, and on the front of the decolletage is a jet buckle, through which the lisse is drawn, jetted net mingling with lisse, and a large rose on one shoulder.

A carnation gauze evening gown is covered with rich embroidery, cut with a deep shaped flounce and trimmed with a cable of gauze ribbon, having innumerable frills and furbelows at the front. The insertion, which is let into the skirt, takes the shape of a true-lovers' knot, and helps to form a sort of tablier, with large carnations in the design. The sleeves are represented by a strap around the arm and another over the shoulder. On the front of the bodice there figure a number of large carnations.

**The Style of 1830.**

Another of her evening dresses is one in the fashion of 1830, which greatly recalls the severity of style of that period. It is made in "moire," interwoven with true-lovers' knots, and is very plain. The skirt is trimmed with satin ribbons, which form an interlaced design above the hem, and a berthe of double shaped frill turning downwards, and bordered with incrustated "guipure." It is cut a little off the shoulder, and trimmed with chiffon, all black.

There is a handsome Princess evening gown made of satin-striped "moir." It is beautifully embroidered, slightly draped in front, and trimmed with bands of velvet secured by jet buttons mingled with Argentan black lace, which is caught up with velvet in a most graceful flowing garment.

To go with these gowns, and worn at the State opening of Parliament in Australia, there is a long flowing cloak of all the newest materials, velvet "mousselines," bordered with graduated frilling, allowed to flow out voluminously at the back. This is covered with applique of Chantilly "a jour," while the inner lining of the cloak is of white satin. The wide, high collar of the cloak is all in gathered chiffon tipped with ostrich feathers.

One of the afternoon visiting dresses, in a soft make of black striped silk, is trimmed with waved lines of insertion. The bodice, which ends in a waistband, shows triple bands of taffeta. The sleeves open on the outside of the arm in scallops.

**Some New Trimmings.**

A poplinette gown, with all the suppleness of crepe de chine and firmness of poplin has a pretty bolero, rounded in front, and diminishing almost to nothing at the back. It is trimmed throughout with lisse embroidery and black lace, and a touch of velvet here and there. The lisse embroidery is caught up with small bows.

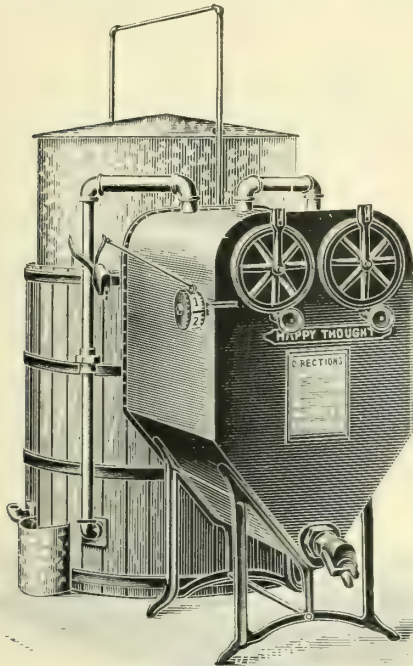
A spotted crepon has a double skirt trimmed with interlacing and medallions of chantilly. A couple of rows of this are carried down one side. There is a square collar of silk embroidery, trimmed with lace, falling over the front of the



An Evening Dress of The Duchess of Cornwall and York.

Made by Mme. Clare, of Sloane Street, London.

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Are preparing for a large demand for their Silk Sealettes in  
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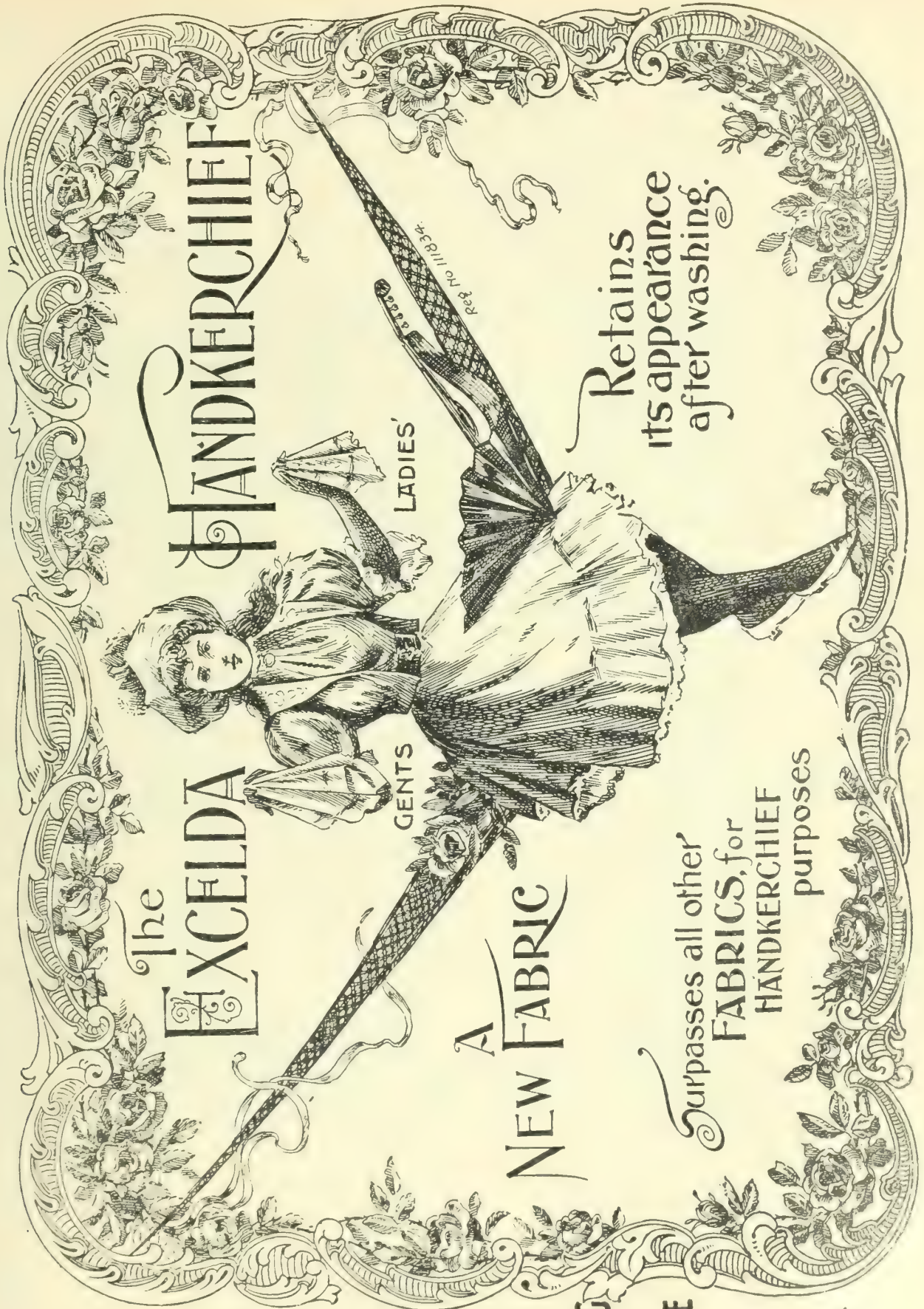
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**THE ROYAL VISIT TO CANADA—Continued.**

chiffon. The sleeves display the same insertion which figures on the bodice, interthreaded with black velvet.

Another 1830 dress has a fancy ground, with wavings of insertion and black valenciennes lace, trimmed with baby ribbon. This dress has a triple collar of batiste, fastened with small buttons. There is a crossing front, the small vest at the throat, made in flat batiste kilting, meeting the lace secured by three large fancy buttons. The sleeves are full to the elbow, with circles of insertion at the wrist.

Among the beautiful gowns, there is a black French crepe, glittering with jet trimmings. The long, trained skirt is a mass of frills at the foot, and each is edged with lace, the bodice is draped and held in place by jet bands, and is caught up at one side by large black velvet roses, having jet centres. The sleeves of this dress are trimmed with knots of velvet.

Another is a black satin gown, richly embroidered with entre-deux of clear jetted net, arranged so as to show an underskirt of black chiffon. The sleeves are infinitesimal, and the bodies full after the bebe order.

A becoming day gown is one in black Some Day Gowns. cloth, the skirt trimmed with bands of silk, while an Eton jacket to go with it is prettily fashioned with revers of ruched chiffon.

A black crepon gown is trimmed to simulate a Princess gown with entre deux of black chantilly. The bodice is draped with a black taffetta fichu, having a high sash band of the same.

There is a handsome coat made entirely of very finely-tucked and gathered black chiffon, having the appearance of Persian lamb. This is strapped with stitched glace silk bands, the black silk revers embroidered with point a jour. The waistcoat is of black cluny lace, strapped with black satin, caught together with little black satin buttons. This is confined at the waist with a stitched glace belt, and lined with white satin. The skirt is a spotted taffeta, almost entirely covered with ruchings of black chiffon. The skirt which accompanies it is of black tricotrine, incrustated with black panne and embroidery.

A soft falling gown of black crepe de chine has a skirt with a shaped flounce incrustated with insertions of fine black lace, lined with a frou-frou of mousseline de soie frills, each edged with lace. The flowers are attracted to the skirt by means of interlacings of black velvet ribbon. The bodice is classically draped across the figure and caught up higher on one side with a knot of black velvet, accompanied by a high silk sash band.

For very warm weather there are some thin, white skirts. One of these is of English crepe de chine, and the transparent yoke is worked with white silk on lace. A ribbon sash, fastened with an enamelled buckle, accompanies another, with a lace yoke and an applique of white silk butterflies.

**AN OUTLET FOR SURPLUS STOCK.**

Benning & Barsalou, Montreal, leading auctioneers, report that they have found no difficulty in clearing out any stocks that have been entrusted to them this year. Their long experience in the business has furnished them with outlets for all kinds of merchandise, dry goods, clothing or boots and shoes, and dealers cannot do better than consign their surplus stocks to them. Liberal advances are allowed. The Bank of Montreal and La Banque D'Hochelaga are mentioned as references.

**THE LATEST LONDON SUCCESS IN COLLARS.**

This new design of collar is the rage at present in England, and will doubtless spread to Canada and other British sections. Messrs. Young & Rochester, London, have had a phenomenal rush, turning out thousands of dozens within the past two weeks. They are also meeting with a great demand for their latest novelty in scarves. It is a four-in-hand and can best be described as an athletic enthusiast's scarf, being made up of printed silk having pictures of every imaginable sport. When on the neck it forms a very attractive scarf, yet modest and gentlemanly, Wreyford & Co., Toronto, are Canadian representatives.



The Duke of York's Collar.

**A NICE POINT OF LAW.**

A cool act was perpetrated in an Ottawa bank the other day, and a civil servant mourns the loss, as he considers it, of a fairly large amount of coin. The way of it was this :

The civil servant went into the bank and presented a cheque. The teller, finding it all right, proceeded to count out the money to pay it. He passed the bills through the wicket, but before the civil servant could connect with them, a hand slipped under his arm and grasped the fat, attractive wad. The civil servant and the teller gasped ; the latter reached for his revolver, but did not flourish the weapon as the owner of the conspicuous hand did not stir.

"Who are you?" demanded the teller, his voice tinged with suspicion. "And what right have you to touch that money?"

"It's all right" replied the man with the money. "I am a sheriff's officer, and followed this man here to seize the money for debt."

"You cannot take it," continued the bank official.

"I am legally empowered to do so," protested the minion of the law.

"You would have no objection to seeing the accountant?" queried the teller.

"None whatever," replied the sheriff's bower.

The accountant withheld his opinion and referred the case to the manager. By good fortune the bank's solicitor was with the manager. After a lengthy conference the sheriff's officer was allowed to depart with the money. Whether he had the right to appropriate it or not will make a nice point of the law to argue. It might, with reason, be contended that the money was the property of the bank until the civil servant actually had it in his possession.

The celebrated **P.D. Corsets**  
are still  
**In the lead.**



The new styles of P.D. straight-front Corsets should be in the hands of every enterprising merchant. For scientific cut, quality of materials, finish and workmanship P.D. Corsets have no equal on the market. Sample order solicited.

**KONIG & STUFFMANN**

Sole Agents for Canada.

11 Victoria Square, MONTREAL.



# YOUR STORE IS JUDGED

by the quality of the goods you sell. High quality creates trade.

WITH

## P. C. Corsets



you can establish a confidence in the quality of your stock. You are building for permanent business with **P. C. CORSETS**. "*Superb appearance,*" "*highest quality of material,*" "*up-to-date shape,*" "*very attractive,*" are a few of the many important points about our "**EMPIRE**" and "**FLORA**" brands. Added to these features, remember they have **THE PATENT SAFETY POCKETS**. Each pair you sell is a bid for another order. You will always be judged aright if you handle **P. C. CORSETS**. All orders receive prompt attention.

### PARISIAN CORSET CO.

The Leading Corset Makers.

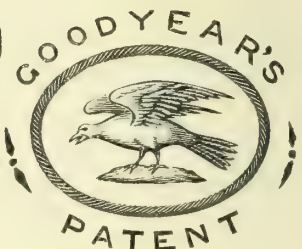
QUEBEC, Que.



"JACQUES CARTIER" BRAND

AND

"GOODYEAR" BRAND



The above trade marks are on the Rubber Boots and Shoes manufactured by

The **CANADIAN RUBBER CO.,** OF . . . . MONTREAL

The Quality, Styles and Finish of our Goods cannot be surpassed.

Write for our new Catalogue.



HEAD OFFICE AND FACTORIES—

Montreal.

BRANCHES—

Toronto and Winnipeg.



**His Royal Highness the Duke of York will be here soon.**



Grape Bush, 36-in. high, from \$4.00 each up.

Our natural prepared plants  
are manufactured in Canada.  
In buying from us you save  
duty, freight and time. . . .

We also handle the finest line of  
**ARTIFICIAL**

**ROSES, FERNS,  
CARNATIONS,  
LILIES, VINES, Etc.**

Write us for our  
**ILLUSTRATED PRICE LIST.**

Do you know that  
we manufacture

**NOW** is the time to secure  
the right article to  
decorate your home and  
business place. We have it.  
Drop us a card or call and  
see us when in town—we will  
show you what you want for  
a neat and artistic decora-  
tion. ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀



3-Leaved Palms, from \$3.50 doz. up.

## THE HIGHEST GRADE STORE DISPLAY FIXTURES?

Call and see our  
Salesroom, and select  
what you want from  
our samples.

Ask us  
for our new  
Catalogue.

We want your trade. Submit us  
your plans and we will tell you what  
you require.



See if there is not anything in the fol-  
lowing list you require. We make

**Dress Goods Stands,  
Silk Stands, Hat Stands,  
Shoe Fixtures,  
Fine Triplicate Mirrors,  
Busts, Wax Figures, the  
Celebrated Flexible Form for  
Boys, Girls, Men and Women,  
Fur Displayer, Glove Stand,  
Stand Table.**

We make the finest Salesman Show  
Cases at the lowest cost.

**DELFOSSÉ & CO.,**

1782 NOTRE DAME ST.,

**MONTREAL**

Sole Agents for the Hall Borchert Perfect Forms.



# WINDOW AND STORE DECORATING

Conducted for *THE REVIEW* by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## THE WINDOW AND LADY BUYERS.



THE value of the show window as an advertising feature is recognized by progressive business men. Formerly, window dressing was considered largely as an auxiliary to newspaper advertising, a second cousin, so to speak, of ink publicity, but now it has risen in the social scale of business relationship to a full-fledged sister.

One is necessary for the success of the other. It is claimed that advertising brings

people into a store. Experience teaches that, in the face of the violent competition of to-day, it brings most of the possible customers to the store. But the decorative features of a properly-dressed window, if carried out consistently with the newspaper advertising, can be made the power to bring them into the store.

The value of the advertising power of the show window is proven by the increased rental of stores with good display possibilities. On prominent business thoroughfares, rentals, considering space, are high. The value of the transient traffic producing business by show-window advertising makes it so. Some stores of large dimensions bring comparatively small rentals, while small, less pretentious places, but with good display possibilities, are in demand and of greater value. This has only been so since the wonderful money-making benefits of good show windows were recognized.

Advertising is lifeless, unless decorated with attractive illustrations. It is, to some extent, dead. It lacks soul. But good window-display advertising pulsates with artistic life, and is a business announcement of direct force. One glance tells more without trouble and exertion than columns of print.

It is often said that words cannot portray the splendor of many articles. They must be seen to be appreciated. So it is with advertising. Words cannot always adequately describe the object. It is here that the well-dressed window acts as a strong business-making power.

Eighty per cent. of the dry goods sold at retail are sold to women. Woman's intellect can be reached more quickly through the eye than through the mind. Tell her a thing and she asks for endless explanations. Show her an article affect-

ing her daily life, and it at once, as if by magic, is stamped on her mind.

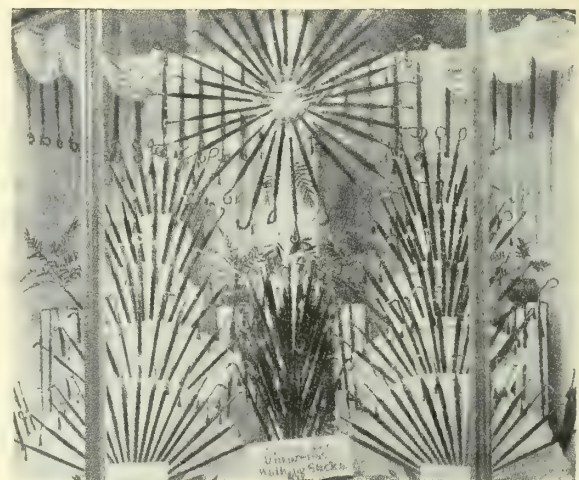
A study of women on shopping tours reveals the fact that they go from store to store and from window to window to see. Before they have gone the rounds they have forgotten what the newspaper ad. told them, but they carry the memory of each window and its display articles home with them. The ad. writer is recognized as a very important factor in business promotion, and as his equal side-partner we now acknowledge the window-dresser. The large department stores of the great cities employ high-salaried men to do this work. They are not, as formerly, mere mechanics, but artists of great versatility and power. These men have raised the work of window dressing to the dignity of a recognized profession.

## THE GAIN IN TRADE.

An attractive window display is the cheapest and best advertisement a merchant can have. It is also one of the subjects least understood, even by the most enterprising retailers. Men are generally judged by the clothes they wear and the appearance they make.

A store is judged by the condition of its show windows. People who pick up the newspapers may read your advertisement. People who pass your store must see your show windows. Proper window dressing is a vital matter to every merchant.

More attention to window display would make the difference between success and failure for some merchants. It would help every merchant to make more money. You may not realize these facts now, but our object is to make you realize them.



A Well-Arranged Umbrella Display.

Good window display is not expensive. It does not mean the spending of a large amount of money for fixtures or apparatus of any kind. It is as profitable, in proportion, to the smallest store in a country village as it is to a great emporium in some of the big cities.

If you are not on the most prominent corner in your town

# You Can't Guess

**WHY OUR FIXTURES TAKE  
PRECEDENCE OVER ALL OTHERS.**

Look into the store of the  
**successful business man** of to-  
day and you will find he has laid  
aside the antiquated ideas of showing  
goods in bundles.

**We hold the secret** to your  
success, so don't stay in the rut  
"thinking."

**To do business to-day** you  
must get into line with the leaders.  
If these are not exactly what you  
require, we have the others.

Drop us a card at once and  
we will send you **FREE** our new  
and complete Illustrated Catalogue.

You will perhaps wonder how we  
can give such elegantly-finished  
goods for the prices. Don't let that  
worry you. We are looking after  
this end of the line.



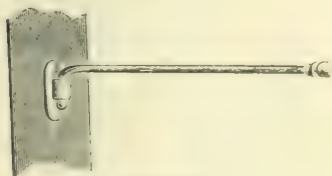
Pipe Stand



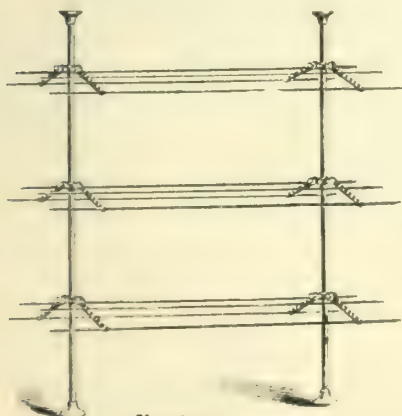
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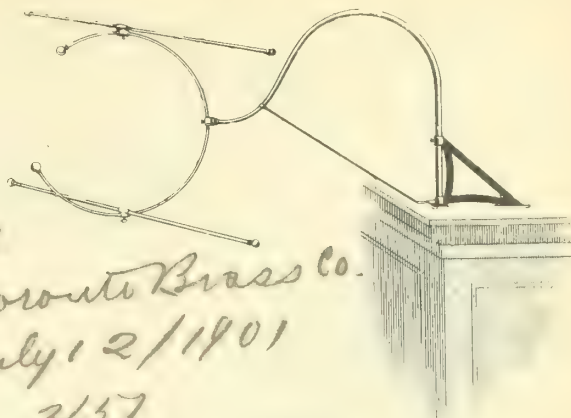
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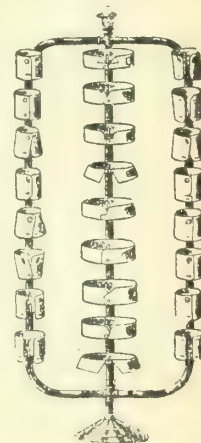
No. 26  
Over-Counter Fixture.



No. 352



No. 256



No. 254



No. 244



No. 390  
Hat Stand

ORDER BY NUMBER  
AND STATE HOW TO SHIP.

**The Toronto Brass Mfg. Co.**

91-95 Richmond St. West,

**TORONTO, CAN.**

Phone  
Main  
811

*10 cells  
Ret to Toronto Brass Co.  
July 12/1901  
3/57*



**WINDOW DECORATING—Continued.**

or city do not imagine your windows will do you no good. Many merchants become discouraged and allow their windows to get dirty, simply because their position is not more prominent.

Well-dressed windows in a fair location will sell more goods than a good location with poorly-dressed, dirty windows. The question is not "Where are you located?" but "What are you doing?"

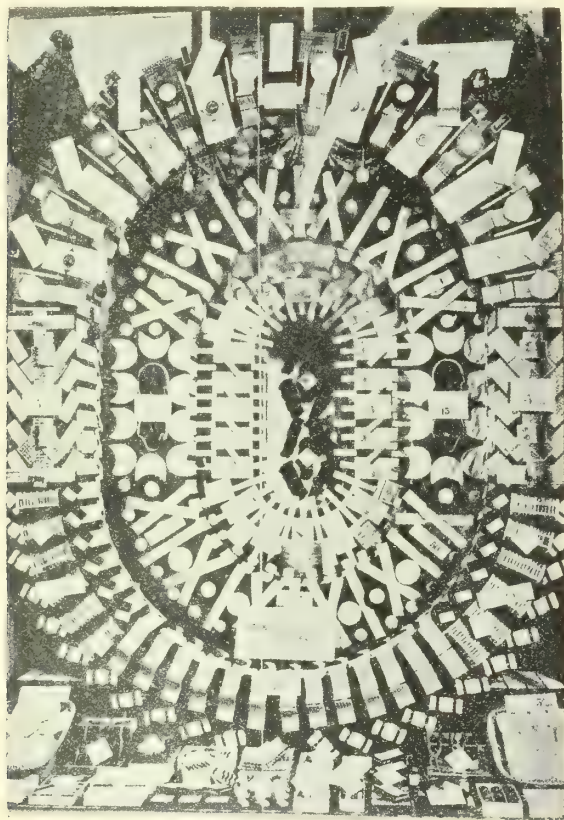
Do the best you can with your present show window, systematize your business in every way, and it will repay you a direct return in dollars and cents.

**WINDOW DRESSING IN THE BIG CITIES.**

There is one branch of the big city stores which the buying public know little or nothing about, viz, the window dressing.

The work is generally commenced after the store is closed for the night, when the windows are stripped of materials and wares displayed during the day and refitted anew.

The window-trimmers form a department which devotes all its time and attention to the proper display of the firm's



Display of Notions.

goods in the show windows. In the large stores in the large American cities from 5 to 25 men are employed for this work alone. The "head" trimmer plans all the displays and is responsible for all the goods he uses, besides the conduct of those under him.

Being, of course, familiar with all parts of the store and its workings, he is generally given full charge of the windows, and exercises his own judgment as to the proper goods to be displayed.

Head window-trimmers are always busy men. Some of them have as many as 50 windows under their charge and it is no easy matter to have these changed often.

Of course, the length of time any one display remains in the window depends on the goods shown and the results of same as regards sales.

Goods that are easily faded or soiled remain in only a short time. Window-dressers dislike to have any of the goods they use for displays soiled.

Notwithstanding careful supervision, however, goods often become faded or soiled from use in the windows. If the harm done is very little the goods are generally marked down to bargain-counter prices.

If badly soiled they are charged to window-dressing department and used again in future trims.

Many decorators follow a simple rule in the choice of their goods for their displays. They give a window to that department of the store which is having small sales and which requires a "tonic" to stimulate sales. Window-dressers, like poets, are born, not made. The ability to see the right place for everything is a gift which comes to them naturally and enables them to draw salaries ranging from \$25 to \$60 per week.

These men are all jealous of each other and are frank enough to admit it. The window-dresser is ever after new and novel ideas. In going to the store from his home in the morning he may see in the modest display of some small store the possibility of a magnificent display of the same goods on a large scale.

In a first-class departmental store you will never see goods piled in a window as if, apparently, the trimmer's only purpose was to get as much stuff as possible into a given space. When the idea of fulness is absent you may be sure that the first-class trimmer has done his work. Every big store where a trimmer is employed endeavors to make the possibility of its window display limited only by the inventive minds of its decorators.

How well they succeed can be judged by a walk through the shopping districts.

**SIMPLE ELECTRICAL APPARATUS.**

In a former issue of THE REVIEW I endeavored to explain simple electrical wiring for window display.

For our readers who are interested in this necessary branch of window dressing the following will illustrate how a cheap "hub switch" can be made. No doubt everyone has seen revolving wheels, stars, etc., strung with lights, and many have envied the man who had the facilities for this work. By observing the following instructions anyone can make an appliance that will do the work perfectly.

First make a pulley wheel, 12 in. in diameter, then make two circles of 1 in. wood, 6 in. in diameter, nail together and fasten in exact centre of the pulley.

Insulate the 6 in. circles perfectly with insulation tape.

Next, take two strips of spring copper  $\frac{3}{8}$  in. wide and make two hoops to fit snugly over the insulation and to each hoop fasten a wire 18 in. long.

Then put your hoops on your 6 in. circles about 1 in. apart taking care to have them even and tight.

Bore a hole through the pulley wheel, and run wire from hoop nearest it through hole, then bore a hole through the 6-in. circles and pulley, and run the other wire through it. Use bushings in holes and insulate uncovered wires.

Next take two pieces of copper,  $\frac{3}{8}$  in. wide, 6 in. long, bend in half circles, attach wire to end of each, fasten to a

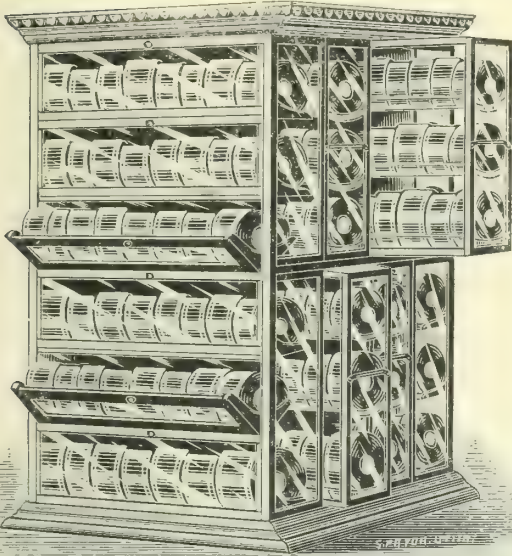


# Practical Merchants Need

## Practical Ribbon Cabinets

### and STORE FIXTURES.

The most satisfactory cabinet for the display of ribbons ever designed is the "PRACTICAL." Its large sale attests its popularity. Send for a Catalogue of the "Practical" Fixtures.



No. 4 CABINET.

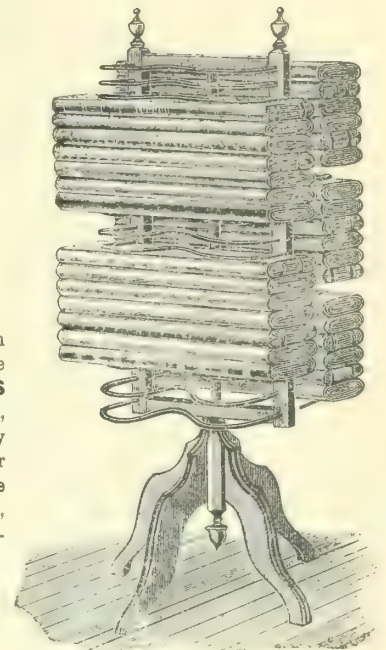
#### Price List of Ribbon Cabinets:

| No. | Size     | Capacity | Bolts | Price   |
|-----|----------|----------|-------|---------|
| 0   | 27x 7x26 | 50       |       | \$ 6.00 |
| 1   | 28x14x26 | 100      |       | 10.00   |
| 2   | 28x14x38 | 150      |       | 13.50   |
| 3   | 28x18x38 | 250      |       | 18.50   |
| 4   | 28x23x38 | 325      |       | 23.00   |
| 5   | 28x28x38 | 400      |       | 26.00   |
| 6   | 28x32x38 | 475      |       | 30.00   |
| 8   | 28x42x43 | 700      |       | 42.00   |

**PRACTICAL FIXTURES** are made in great variety. Among the most popular are **THE PRACTICAL PIECE GOODS FIXTURE**, for the display of Gingham, Prints, and Piece Goods in general. They are made for counter or floor use, either holding 40 pieces. Strong, steel wire shelves, adjustable to any thickness goods, permit removing one piece without disturbing the others.

#### Price List of Revolving Fixtures:

|                     |        |
|---------------------|--------|
| Floor Fixture - -   | \$7.50 |
| Counter Fixture - - | 6.50   |



PRACTICAL REVOLVING FLOOR FIXTURE.

Manufactured by **A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.**

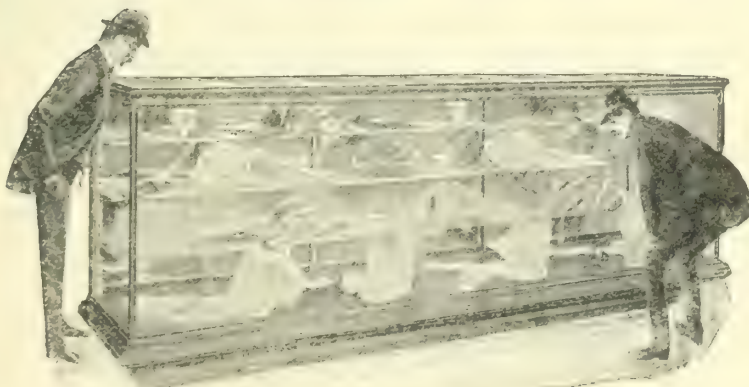
Sold by the leading jobbers throughout Canada and U.S.

## A Show Case that will bear looking into.

From any point of view **PHILLIPS' ILLUMINATED**

*Silent Salesman*  
TRADE MARK

**SHOW CASE** hasn't a flaw or fault.



We've been making good show cases 37 years—don't know how to make any other kind.

The first cost may be a trifle more—but you are not buying a show case for a day or a year, you are buying for the future—their lasting durability, attractiveness and every-day practicability means positive economy.

Why not look into it now? Send for a descriptive circular (lithographed in colors) and full particulars. We make All-Glass cases too.

**John Phillips & Co.**

Limited

**Detroit, Mich.**

Canadian Branch,  
Windsor, Ont.

Patented in U.S. and Canada. **JOHN PETZ, Patentee.**



## WINDOW DECORATING—Continued

strip of wood (1 x 2 in.) so they will form contacts with the copper bands on circles.

The drawings illustrate the ideas. Figure 1 shows band

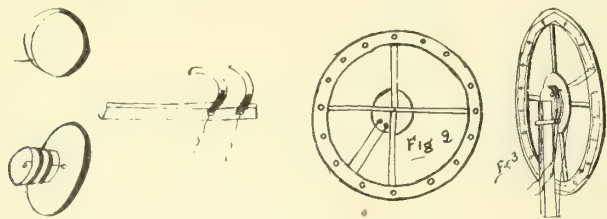


Figure 1.

of copper, two half circles on 1 x 2 in. strip of wood and pulley when finished. Figure 2 shows front of wheel. Figure 3 shows wheel from rear with half-circles in position.

Now, suppose you want to use a revolving wheel or star of lights on pivot. Fasten your appliance on centre of wheel, run wires from lamps to wires running through pulley and connect them, then, when your wheel or star is in position, fasten piece of wood with two half circles of copper so each presses tightly on one of the bands, then connect the wires from the switch to the wires from the wheel, and as it revolves you have a steady contact.

The wheel or star would have to be run by a motor. To make the lights go out and come up again; this can be easily accomplished by placing a couple of pieces of insulation tape about 3 inches apart over the copper hoops on the wooden circles.

Make your work as near perfect as possible so that the half-circles of copper will never leave the bands on the wheel, and don't forget to insulate well, for, while neglect does not always result disastrously, it is always best to keep on the safe side. This may seem a big amount of work and thought on paper, but if it is tried it is a very simple and easily carried out idea. I tried it myself in one of my last Christmas trims and it worked admirably.

The illustration No. 1 is an idea for a sale display and the idea is a good one for a centrepiece in any class of merchandise. Now that the international yacht races are coming on in September, the following idea would be a good one for a centrepiece for a window trim during the week of the race. The two yachts could be represented by two toy yachts which can be purchased for a trifle. They could be set in a circular or oval space and backed by a scenic background, viz., the sea.

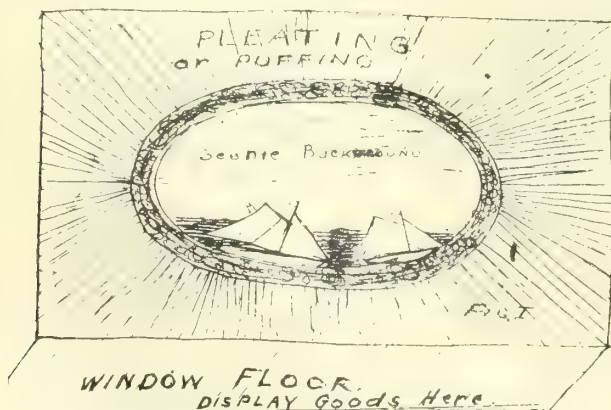
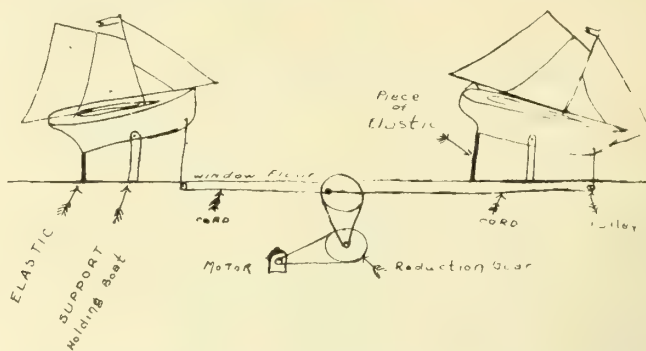


Illustration 1—Centrepiece for display.

The drawing will illustrate how both of the boats can be made to move up and down, giving them a natural motion.



The gearing for reducing the speed of motor is the same as explained in a former issue of THE REVIEW.

The large 24-in. wheels are placed one above the other on two supports. Every window-trimmer should have one of these made and kept among his other fixtures, also a motor. With this motor and the reduction gearing, hundreds of moving ideas can be carried into effect.

There is nothing draws a crowd to your window quicker than a moving object. The above drawing illustrates how two yachts could be easily made to move, giving them a motion as a yacht would have on a heavy sea.

The motor and reduction gearing can be placed on the floor of window and the yachts elevated from the floor about 3 ft. high. The accompanying drawing will give an idea of how this might be carried out so as to hide all the mechanism from the view of the street.

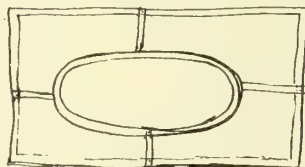


Fig. 2.

First make a framework of 1 x 2 in. lumber. Then, an oval or circular frame of same dimensions, nail them together as in Fig. 2, and set it about 3 ft., if possible, from the back of your window. Arrange window around the sides and front with whatever goods you desire shown.

## THE WINDOW.

What is the soul of every store?  
The Window.

What is it that crowds them to the door?  
The Window.

What represents your every floor?  
What shows the public goods galore?  
And brings you business more and more?  
The Window.

Where can the Artist show his skill?  
The Window.

In ballroom scene, or rustic mill.  
The Window.

What draws the crowds that ever will  
unloose their purses that will fill  
To the very top your largest till?  
The Window.

What made the lady buy her gown?  
The Window.

And made her poor old hubby frown?  
The Window.

What placed upon your brow the crown  
of happiness, from all the town,  
Till heaping honors bow you down?  
The Window.

Mr. C. B. Robertson, St. John, N.B., says: "I find many excellent ideas and suggestions in 'The Dry Goods Review,' which are helpful in a city retail business."

# Difference in Dyeing.

All coons do not look alike, even when it comes to dyeing. There are degrees and qualities of dyeing and cleaning.

Size of plant, the kind of method used and the ability of the workpeople are all factors that go to make one successful in this business—or the opposite.

Possessing the largest plant in Canada, and one that will compare with the best



Head Office, 787-791 Yonge St., Toronto.

on the continent, we are able to measure up to all kinds of work. Our workpeople are experienced in their particular department, and the business is under the supervision of the principal, himself an experienced dyer.

It is not a question of who would, but who can, do your dyeing and finishing in the most satisfactory manner. What we do you can rely will be well done, and our price will be found as low as the best work can be done.

You do not want anything but the best work, do you? Ship to us your off-color dress goods, tweeds, yarns, braids, hose, plumes and ribbons, and

we will transform them for very little money into choice salable stock.

*—The money you make in your business is to be made  
—not alone by actual profit on certain things, but by  
—seeing that the profits are not counterbalanced by  
—loss on others. We make what is otherwise dead and  
—unsalable stock equal to the best on your shelves.*

## R. PARKER & CO.,

DYERS AND FINISHERS,

Head Office and Works: 787-791 Yonge Street.

**TORONTO**

Montreal Branch: 1958 Notre Dame Street.



# Department Store Taxation

HOW THE PRUSSIAN LAW WORKS.

THAT new Prussian law specially taxing department stores has now been in force several months. Though passed last year, it only applied January 1st, 1901, thus giving the merchants six months to prepare for the change.

## WHAT THE LAW IS.

It divides merchandise into four groups, and each store, bazaar, or warehouse is to sell only the articles named in one group or become subject to the special tax. The four groups are:

- (a) Groceries, colonial produce, food products, drinks, tobacco, smokers' articles, apothecaries' supplies, colors, drugs, and perfumery.
- (b) Yarn, twine, upholstery goods, mercery, drapery, woven, knit and embroidery goods, underclothing, bedding, furniture, curtains, carpets and articles for interior household decoration.
- (c) Household, kitchen and garden implements and utensils, stoves, glassware, porcelain, earthenware, stoneware, upholstered furniture and materials pertaining thereto.
- (d) Gold, silver and other jewelry, objects of art or luxury, bric-a-brac, articles of paper or papier mache, books and music, weapons, bicycles, articles of sport, riding, driving, and hunting, sewing machines, toys, optical, medical, scientific, or musical instruments and apparatus.

## WHAT THE TAXES ARE.

If a concern sells more than the articles named in one of the above groups, there is an annual tax in proportion to the turnover of the store. Unless the turnover is more than \$95,200 per annum, there is no tax. The taxes collected under the law go to the municipality. The stores are taxed in the following proportion:

| TURNOVER.                   | ANNUAL TAX. |
|-----------------------------|-------------|
| \$ 95,200 to \$107,100..... | \$ .952     |
| 107,100 to 119,000.....     | 1.309       |
| 119,000 to 130,900.....     | 1.785       |
| 130,900 to 142,800.....     | 2.023       |
| 142,800 to 154,700.....     | 2.261       |
| 154,700 to 166,600.....     | 2.499       |
| 166,600 to 178,500.....     | 2.739       |
| 178,500 to 190,400.....     | 2.975       |
| 190,400 to 202,300.....     | 3.213       |
| 202,300 to 214,200.....     | 3.570       |
| 214,200 to 226,100.....     | 4.327       |
| 226,100 to 238,000.....     | 4.284       |

and so on, for every additional 100,000 marks' (\$23,800) worth of goods sold there is 2,000 marks (\$476) additional tax.

## HOW THE LAW WORKS OUT.

As was natural, the big stores prepared for the new conditions. Firstly, they bought low for 1901 trade. Having the six months' notice in which to prepare for the new law, they utilized this period, says Consul Mason, of Berlin, in a report on the subject, by making new contracts with manufacturers of various classes of merchandise in which, as it is credibly reported, they secured discounts and additional concessions which will offset the added taxes which they now have to pay on their aggregate turnover. It happened that the last six months of 1900 was an unusually propitious time for such negotiations. The long period of intense activity in most lines had apparently passed its zenith; the time of reaction and declining demand had begun. Manufacturers were flush with the earnings of previous years; their productive capacity

was expanded to the fullest limit; they were able and willing to make large contracts at prices which, although they might yield little or no profit, would enable them to keep their factories going and their operatives employed until the momentary cloud of depression should blow over. And so the department-store managers—merchants of high ability having at their command large resources—used the plea of special taxation with potent effect and purchased their stocks for the coming year under conditions which have gone far to neutralize the effect of the new impost, so far as the trade of 1901 is concerned.

## IT STRIKES IN UNEXPECTED PLACES.

It appears that the new law will affect some merchants for whom it was not intended. It was enacted as a measure of justice and protection to the middle class merchants, who, after long years of patient effort, have recently found themselves overshadowed and undersold by the great bazars, which buy their supplies at every advantage and sell everything needed in an ordinary household, from canned fruit to a bridal trousseau, at prices with which the smaller merchant cannot compete. But it is now found that the new law strikes a great many firms of the middle class, for whose special protection it was enacted. This is because many of these firms who do a yearly business far exceeding the taxable limit sell articles which under the law are grouped in separate categories. As an example which will illustrate hundreds of similar cases, there is a leading manufacturer of lamps and lighting apparatus who makes a specialty of high-class petroleum lamps for libraries and drawing-rooms. In order to secure the success of its lamps, the firm rigged up a specially constructed fireproof cellar as a depot for the best grade of petroleum, which was sold under rigid police regulations and distributed through the city by uniformed employees with handsomely painted wagons and all the paraphernalia of a select and exclusive trade. But petroleum and lamps are in separate groups under the law of June, 1900; so that the house in question has been forced to close out and discontinue its oil department or to submit its whole output of lamps, as well as gas and electric lighting fixtures, to the special tax, which would amount to about five per cent. of its yearly turnover.

## ANOTHER STORE AFFECTED.

Another acute case is that of the Hohenzollern Kaufhaus, a bazaar at which domestic art products, furniture, and many other articles are sold, which belongs to the class of establishments which it was the intention of the law to protect against their larger and more powerful competitors; and the list of such surprises as to the actual effect of the statute in Berlin might be extended almost indefinitely.

Meanwhile, a large and superbly appointed new department store, equipped and managed in American style, was opened in Berlin in December last, and the original and principal establishment of that class in Berlin, against which the new law was specially aimed, has doubled its capacity and put forth greatly increased efforts and attractions during the past Winter.

## TOO SOON TO JUDGE FINALLY.

"It is yet too soon," concludes Consul Mason, "to estimate accurately and conclusively the ultimate effects of the statute, and it is but just to remember that the present chorus of derisive comment comes mainly from journals and other sources which have been from the outset hostile to such legislation. But from what can be now seen, it is impossible not to admit that in so far as the effects of the law have yet been developed, it is fulfilling the predictions of its enemies rather than the hopes of its friends."

# WESTERN

Incorporated 1851

## ASSURANCE COMPANY.

**FIRE  
AND  
MARINE**

Head Office  
**Toronto,  
Ont.**

|                      |                |
|----------------------|----------------|
| Capital Subscribed - | \$2,000,000.00 |
| Capital Paid Up -    | 1,000,000.00   |
| Assets, over -       | 2,320,000.00   |
| Annual Income -      | 2,300,000.00   |

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

## HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " .....               | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " .....               | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " .....               | Walker House      |
| Winnipeg .....        | Leland            |
| " .....               | Winnipeg Hotel    |

WHEN wanting **Gloves or Mittens** write to us, and our Representative will call on you. We are **the** manufacturers of these lines.

**W. CAIRNES & CO.,**

**BERLIN.**

MANUFACTURERS OF

*All Wool and  
Union Fannels.*



*Tweed, Serges &c.*

A.H. BAIRD,  
SECY TREAS

H. STROUD,  
MANR

*The Paris Wincey Mills Co.*  
*Paris, Ontario.*

**GRUBOC**  
**COLLAR**  
**CANVAS**

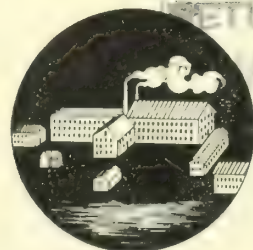
IS THE

**BEST**

FOR SALE BY ALL WHOLESALE DEALERS.



**The Genuine**



Oxford Woollen Mills,  
Oxford, N.S.

**OXFORD  
TWEEDS**

are made  
only at this spot.

BEWARE OF IMITATIONS.



THE

# Bagley & Wright Man'f'g. Co.

318 St. James St., MONTREAL.



Montreal Warehouse

We are still leading in our Special Lines:

CRETONNES  
ART MUSLINS  
HANDKERCHIEFS  
SLEEVE LININGS  
ITALIANS  
TOWELS, Etc., Etc.



Mills—Oldham, England.

We are showing some very  
extra values for

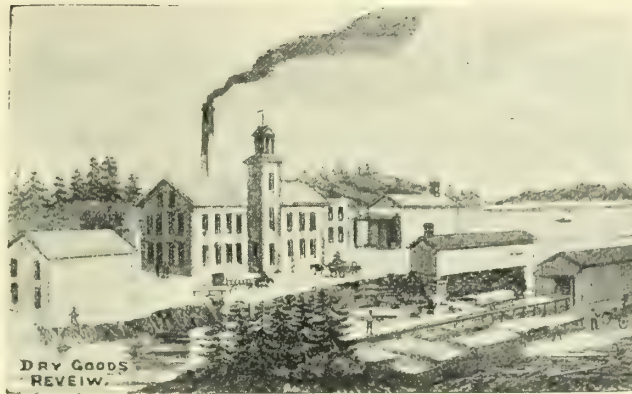
**FALL TRADE.**

See our Travellers' Samples.

# HARRIS & COMPANY, Limited

ROCKWOOD, ONT.

ESTABLISHED  
1867.



INCORPORATED  
1899.

## HARRIS SUITINGS

Made from



Especially desirable for ❖ ❖ ❖ ❖

## LADIES' COSTUMES.

❖ ❖ ❖ Sole Selling Agents: ❖ ❖ ❖

DIGNUM & MONYPENNY, 27 Melinda Street, Toronto



## Do You Work Up the Tourist Trade?

SOME OF THE GOODS IN DEMAND—HOW THEY ARE PUSHED  
BY LIVE DEALERS—LOOK INTO THIS BUSINESS.



chants do not seem to fully realize their opportunities in this way.

Stationers, booksellers and others who can supply the tourist trade with novelties and souvenirs have been quick to see their opportunities and to profit by them, but, compared with the business done by these stores, the volume of business that drygoodsmen have secured is small. And it is not because their goods are not as salable in such a trade as those of the stationery and other stores, but because their goods are not properly shown or advertised. This will not apply to all, because, as I have said before, some dealers have made the trade a very large part of their year's business.

There are many ways to draw the trade of the stranger, and those adopted by some might be of value to others.

\* \*

"Well," said one men's furnisher to whom I put the question of catching tourist trade, "we make it a point to show tourists, especially Americans, what they can save by buying with us. The Yankees are, above everything else, a business people, and they will buy where they can do the best.

The preference in favor of English goods enables us to sell many articles of British manufacture much cheaper than they can be bought in the United States, and we keep a card or two continually in the window to that effect. That card, pointing to one reading, "Americans can save 30 to 40 per cent. by buying fine English goods here," "has been a business-bringer to me for more than one season, and I wouldn't take it out for a good deal."

Another dealer in men's furnishings, who carries a good line of leather goods, makes a special display of these when the tourist season opens. "They are always in demand during that season," he told me, "and should be pushed from the very commencement of it. Valises, bags, belts, shawl straps and such things can be sold right through the season. Whenever it is possible to display other goods in connection with the leather goods we are very careful to attend to it. For instance, we generally show travelling rugs or shawls done up neatly in the straps, arranged, of course, so that the handle and buckles of the straps can be seen. Very often the result is the sale of rug, strap and all. Golf stockings, sweaters, bathing suits and other garments that are necessary for camping and outing we show with leather goods also." The travelling rugs are bought very largely by tourists, and they choose those of Canadian manufacture in preference to all others. A larger trade is probably done

in these goods in towns where there are many American visitors than many other lines. They are not only necessary to almost every tourist, but it is possible to procure them cheaper and in better quality and design here than in the United States. It need hardly be added that as a means of making a striking display there are few goods that will better serve the purpose.

\* \*

There are many things in the fancy goods line that should take well with this trade. Some dealers have gone into it to a certain extent, but the majority have so far neglected to get out fancy goods for the purpose of selling them to visitors to their towns. For instance, a town dealer in dry goods showed me some belt buckles, hat pins, brooches and such goods containing pictures of local attractions or of the Dominion, which he said were going well. "People, especially women, like to show these little things to their friends when they get home," he said, "and also to preserve them as remembrances of their visit. I sell both kinds, those emblematic of the Dominion, and others with photographs of the Summer hotel over there, where most of these buyers stay, or other attractive spots around town."

\* \*

But, above all, the dealer in dry goods should be very particular about his line of ladies' woollens. Such goods may not strike one at first as being very suitable for the Summer tourist trade, but it is a fact that there is nothing better to handle. Canadian friezes and homespuns cannot be equalled in the United States, and the quantity of these goods that is disposed of by merchants in some border towns or others where there are a good number of American visitors, is surprising. Other cloths are bought also, but the great demand is for homespuns and friezes. Goods of our own manufacture are given the preference, but English makes are in good demand also. The duty on English goods of this kind in the United States is over 100 per cent., against the 23 per cent. in Canada, and Americans can buy goods here for \$1 for which they would have to pay \$2 in their own country.

That woollen goods form a large part of the tourist trade is evidenced by the fact that some houses, principally those handling cloths of Canadian manufacture, make a specialty of



Window Dressing Department.—A Shirt Display

# The Montreal Cotton Company

VALLEYFIELD,

QUEBEC.

CANADA

FIRST.



Manufacturers of

EXPOSITION UNIVERSELLE 1900

|            |              |                |                    |             |
|------------|--------------|----------------|--------------------|-------------|
| FOULARDS   | JEANS        | PERCALINES     | MERCERIZED SATEENS | DUCKS       |
| SILESIA    | SURAH        | CASHMERE TIES  | LINENETTE LININGS  | SWISS DUCKS |
| SILKALINES | PEAU DE SOIE | VICTORIA LAWNS | ORGANDIES          | DRILLS      |

RETURNED  
Cutting  
Toronto, 1/6  
Page 12  
and

The W.R.

# Brock

Company.  
(Limited)

Montreal

Carry a complete and well-assorted stock of all goods manufactured by The M. C. Co.

## THE TOURIST TRADE—Continued.

supplying the trade in certain places with such goods as are most in demand among American visitors.

A firm member in one of these houses, which does a very large trade in Canadian woollen goods, showed me the orders of an eastern retailer in a comparatively small place, much visited by Americans, which equalled in volume those of all the other firms with whom they did business. "We sell an immense quantity of these goods," he said, "to places like Windsor, Sarnia, and Cobourg, and the trade is mainly done with Summer visitors from the United States."

I asked one of the best retailers in a border city if he adopted any unusual methods of advertising these goods, and his reply was: We simply advertise them for what they are, Canadian and English-made goods, and contrast the prices of them here with those in the United States. This, as a rule, tells; and when we invite inspection of the goods we are pretty certain to make sales. "We do a good trade in these goods all through the Summer season. There is no let-up in the hot weather. Women wear heavier goods now in Summer than they did a couple of years ago, and they go in for outdoor sports and exercise more. These goods are just what they want for skirts for wheeling, golfing, etc., and, besides, they are much more suitable for rainy weather than the flimsy things worn in former years. It is a good thing for the tailors and dressmakers of the city, too, for many of the buyers prefer to have the goods made up here and thus make certain of escaping the duty on the other side."

C. G. H.

## GOODS IN THE CASE.

In most well-appointed stores, particularly dry goods, hat, or stores of that kind, the old counter is being displaced by glass showcases. In these the goods can be as well displayed as in the open, and yet escape the dust and the handling by customers which can hardly be prevented any other way. The cases are fitted inside with lights so that in a dark store they display the goods to the very best advantage, and are, in themselves, attractive pieces of furniture. A Canadian branch has been opened for the manufacture of these "Silent Salesmen" by Messrs. John Phillips & Co., the makers, at Windsor, and they will send a beautiful lithographed picture, with full description of the case, to anyone sending for it.



Window Dressing Department—Sample of the Work.



# The Colonial Bleaching & Printing Co.

LIMITED

Works: ST. HENRI, MONTREAL.

MANUFACTURERS OF

KITCHENER TWEEDS

FRENCH COSTUME TWILLS

MOLESKINS

PRINTED FOULARDS

WRAPPERETTES

COLONIAL PRINTS

4  
cut book 16  
Toronto  
and  
Brock  
(Limited)  
Company  
Montreal

carry a complete and well assorted stock of all goods manufactured by The C. B. & P. Co.

## Special Sales--What They Are.

*A Practical Article by a Departmental Store Man.*

Written for THE DRY GOODS REVIEW.

IF the comparison is not considered vulgar, the special sale, or Friday bargain day, is the periodical purgating of the store system. A store is much like the human system, with head, heart, stomach, brain, etc., and physicians tell us that the most necessary thing in the human system is activity. Hence, if there is any sign of disease in head, heart, stomach, or brain, it is generally found to be owing to an inactivity or congestion of that particular part, and the first remedy is usually a purgative that will affect that particular part.

Nowhere is the illustration more applicable than in the store system, and nowhere in the store system is a purgative more necessary than in stocks, or, taking the human system as our illustration, the stomach. For this stock is the stomach of the store—that which makes the blood and sustains the life of the institution, and a store or a human being that is neglected in this particular point is sure to have trouble. As the tendency in the man is to eat too much, often of the wrong sort, so the tendency in the store is to buy too much, and often the wrong sort. And we can only refer to one remedy in both cases, viz.: Get rid of surplus stuff by the most effectual and quickest methods. So, what we call purgating in the one case, we call special sale or Friday bargain in the other case.

The process may be harsh and apparently wasteful, but there are two direct benefits:

1. Clearance of all useless material, which, if retained too long, would poison the whole system.
2. An introduction of fresh activity and new life, creating new appetites, building up new tissues and new blood.

This being the case, the only point left to consider is how to administer the dose and how to get the best results from it. First, let us keep in mind the fact that the primary object of the special sale is to get rid of useless stuff. It often surprises one when he looks round his store to see the amount of stuff carried that is useless. I do not mean stuff that is slow selling, but stuff that won't sell in five years at the price. Have you ever counted what it costs you to carry this stuff over? Let us reckon up:

|                                                             |         |
|-------------------------------------------------------------|---------|
| 1. Interest one year, say.....                              | 8 p.c.  |
| 2. Cost of clerks' time, dusting, rolling and showing ..... | 8 p.c.  |
| 3. Rent, insurance, etc. ....                               | 2 p.c.  |
| 4. Depreciation in value.....                               | 20 p.c. |
| 5. Bad effect on other stock .....                          | 5 p.c.  |
| Total.....                                                  | 43 p.c. |

These figures are based on actual facts in connection with a large business.

This does not take into account the general bad effect left on a customer's mind seeing the same goods month after month. For no-one is quicker to detect old stock than your customer.

Taking the foregoing for granted; 1st, that you certainly have a large amount of accumulated stock which is not selling; 2nd, that that stock is depreciating about 43 per cent., or about one-half, in a year, the only course to be taken is to turn it into money—and the only remedy to suggest is a special sale. In fact, it was this complex state of affairs

# The Merchants Cotton Company

## MONTREAL

Manufacturers of —

Atlantic Ducks  
Standard Ducks  
Drills  
Denims  
Grey Cottons

Bleached Sheetings  
Unbleached Sheetings  
Pillow Cottons  
Cambrics  
White Shirtings

*Cut Book 4*  
*Page 16*  
*any*  
Toronto  
**Brock**  
(limited)  
Company

Montreal

Carry a complete and well-assorted stock of all goods manufactured by The M. C. Co.

that first led the big departmentals (both in the U.S. and Canada) to establish what they call "Friday Bargain Day."

Someone will say: "It may be well enough to do that kind of thing in the city, but you cannot do it in the country town. I claim the principle is just as applicable in one case as the other, but it wants persistency and truthfulness in your advertisements, and particularly it requires regularity in your sales—that is, a stated day of the week, or a stated week of the month. As a matter of fact it took the large departmentals a long time to educate their customers up to the special sale day. I know of one concern where it took two years, and when they started their Saturday sales were double of any other day's sales, but in the course of three years their special sale day, which was Friday, was fifty per cent. larger than Saturday.

Now, let us get back to figures again, until we see how much you actually lose on a special sale. Pick out \$100 worth of bad-selling goods; cut it right in two—your loss is \$50. But you have \$50 in hand, which, if invested in good selling goods, will turn itself over three times during the year, at a profit of, say, 25 per cent. each time. Then the account would stand as follows:

|                                                                             |          |
|-----------------------------------------------------------------------------|----------|
| Bad selling goods.....                                                      | \$100 00 |
| Sold at 50 p.c. loss .....                                                  | 50 00    |
| Cash in hand .....                                                          | \$50 00  |
| \$50 invested in salable goods. Turns three times a year at 25 p.c. profit: |          |
| 1st time, 25 p.c. on \$50 00 eq. ....                                       | \$12 50  |
| 2nd " 25 p.c. on 62 50 eq. ....                                             | 15 62    |
| 3rd " 25 p.c. on 78 12 eq. ....                                             | 19 53    |
|                                                                             | \$47 65  |
| Cash in hand at year's end.....                                             | \$97 65  |

On the other hand, what have we got on the old plan?

|                                                            |          |
|------------------------------------------------------------|----------|
| Bad selling goods .....                                    | \$100 00 |
| Depreciation in value in one year, 43 p.c. ....            | 43 00    |
| Old goods on hand at end of year.....                      | \$57 00  |
| Actual loss by holding over \$100 worth of old stock ..... | \$40 65  |

To say nothing of the further depreciation of the \$57 worth of bad stock left on hand, which must depreciate 43 per cent. more the next year.

These figures may look rosy or gloomy as the case may be, but they are the actual basis on which large departmental concerns work and are worthy of consideration.

As evidence that the idea is practicable, let me instance one item which occurred in Toronto last week: A storekeeper who conducts a store three miles away from the centre of the city had a little lot of stuff, valued at \$50, stored in a loft for two years, overstocked, we presume. The other day he got it down and advertised it in a ward advertising sheet with a circulation of about 2,000 at a reduction that brought the goods down to 1 per cent. more than he paid for them. The next day he sold one-half of the goods. So, I say, when stocks get congested, give them a pill. Cut the price, and if the goods are doubtful, cut it deep enough to make an impression. Then let the people know it, and advertise the matter. Then stick to your advertisement, and I think you will find the people will appreciate the effort, and the benefits will be three-fold:

A clearance of old stock.

A renewed activity in new stock.

Fresh activity in the whole business system.

Adopting such a method of special sales affects the whole business organization—head, heart, stomach, and all. It has the effect of bringing the head of the store or head of the



# *The Canadian Colored Cotton Mills Co.*

*Montreal.*

*Limited.*

— MANUFACTURERS OF —

STRIPED FLANNELETTES  
SAXONY FLANNELETTES  
TICKINGS  
DENIMS  
COTTONADES

APRON GINGHAMS  
COTTON DRESS GOODS, *Single and Double Fold*  
SHIRTINGS  
GALATEA STRIPES  
OXFORDS

*Cut Book 4  
Page 16  
The W.R.  
Toronto  
Cus.*

# Brock

*Company.*  
(Limited)

Montreal

Carry a complete and well-assorted stock of all goods manufactured by The C. C. C. M. Co.

MERCHANTS BUTTON CO.

# Buttons

The People For...

Waterloo, Ont.

**FOR SALE**

## Straw Hat Works

QUEBEC, CANADA.

59 Sewing machines, 3 Hydraulic presses, 3 Tip machines, and many other machines; all tools for the manufacture of straw hats, everything new; abundant water supply; excellent shipping facilities; cost of operating small.

Surrounded with cheap labour; large two-and-a-half storey building, fully equipped with engine and steam power; immediate possession. For further particulars apply to

Estate **J. Arthur Paquet**  
Quebec, Que., Canada.

### Manufacturers of . . .

## Flannelette Blankets

Carry a complete and well-assorted stock of all goods manufactured by The D. C. M. Co.

673 Bathurst St., LONDON, ONT.



# The Dominion Oil Cloth Co., Limited

## Montreal.

— MANUFACTURERS OF —

TABLE OIL BAIZE  
SHELF OIL BAIZE  
FLOOR OIL CLOTH  
STAIR OIL CLOTH

BLACK PEBBLED MUSLIN  
BLACK PEBBLED DUCK  
BLACK PEBBLED DRILL  
Etc., Etc.

*at Book #  
Page 12/R  
Toronto*

# Brock

Company.  
(Limited)

## Montreal

CARRY A COMPLETE AND WELL-ASSORTED STOCK OF THE ABOVE GOODS, INCLUDING ALL POPULAR WIDTHS.

department in closer contact with his stock, until every congestion calls for immediate remedy.

The question may be asked: How far would you carry this method out? To such a question I would say it is well to have a limit of, say, a certain percentage on the sales. One departmental's losses on this basis amount to nearly 5 per cent. on the total sales. Yet, they say it pays.

Of course, it is understood that the special sale is not composed of old goods entirely, and it is always considered policy to introduce a new line at cost in order to brighten up old stock bargains. There are many side issues on this matter that might be touched upon, but must be withheld lest you grow weary.

### THE INTERNATIONAL BLOCKING AND MEASURING MACHINE.

This new invention, which is of immense interest to the wholesale and retail dry goods trade, has just been put on the market by Messrs. D. H. Gillies & Co., of London, who are the manufacturers and controllers for Canada.

The advantages claimed for this machine place it in the lead of all other devices yet brought out for blocking and measuring cloth.

It unrolls, measures and reblocks (in one operation) all kinds of cloth, either single or double width, at the rate of 60 yards per minute.

To those houses which make it a practice to measure all piece goods in checking their invoices, such a machine must be invaluable, and for stocktaking it seems to us that no retail store of any pretensions can afford to be without it.

### A NEW BROADCLOTH.

Nisbet & Auld have introduced a new mixture broadcloth for the Fall season. It is called the "Alexandria" cloth and is confined to them and every yard stamped "Alexandria" "Guaranteed Alizarine Dye." The cloth is made expressly for their trade, and unless stamped as above is not genuine. It is a beautiful quality at a medium price and is shown in 14 of the newest Fall shades, including all the desirable greys and tans—both very correct—as well as a very handsome mixture red—one of the richest effects that has ever been shown.

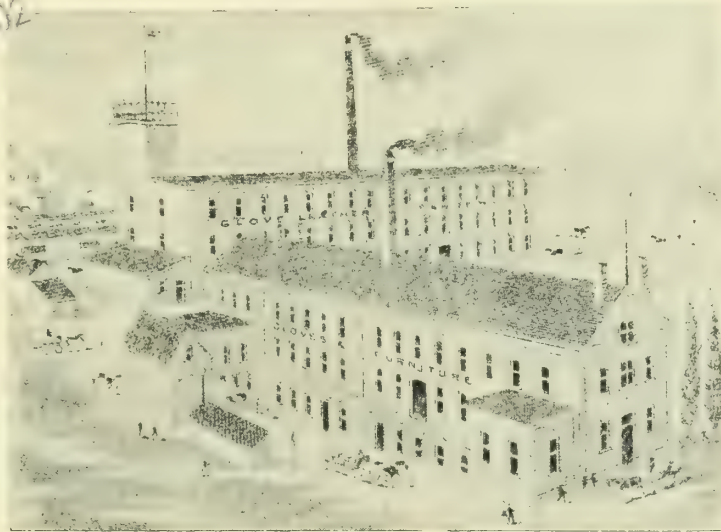
Although but recently placed in the hands of their travellers, their sales are enormous, and no dry goods merchant, ladies' tailor or dressmaker should neglect to see this particular range. It is but one of many desirable lines in their dress goods department and their general assortment for Fall is a great improvement on any previous season.

In addition to their regular stock of tailors' trimmings, they have put in a line of taffeta lining silks in conjunction with their ladies' tailoring department. In black they show 18, 20 and 36 in. cloths in French and Italian makes. In colors, a low line, in all shades, 18 in. wide and a 36 in cloth for skirts and skirt lining.

### WILL SOON BE BACK.

Mr. R. C. Wilkins, Montreal, has received word from his brother, who is in Herbert Hospital, Woolwich, England, recovering from the amputation of his leg induced by an accident in South Africa, that he expects to procure an artificial limb and return to Canada by August 1. His friends in the trade here, while sympathizing with him in his dire misfortune, will be pleased to hear that he has thoroughly recovered.

ESTABLISHED 1867.



# GLOVES AND MITTS

— MADE OF —

## Asbestos and Mexican China Stock

Manufactured by . . . .

### M. ERB & CO.

BERLIN, ONT.

Also all the leading lines in Buckskin, Calf, Horse, Mule,  
Mocha and Suede.

## "INVINCIBLE" and "CHROME"

Moccasins, Sox and Shoe Packs in great variety.

Still the old reliable house for  
**Upholstered Furniture and Mattresses.**





## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal.**

# McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



— MONTREAL.

## DEPARTMENTS

Dress Goods

Linings and  
Muslins

Linens . . .

Tréfousse  
Kid Gloves

Smallwares

Rouillon  
Kid Gloves

Silks AND Velvets

Careful attention given to Letter Orders.

TORONTO:

25 COLBORNE STREET.

WINNIPEG:

McINTYRE BLOCK.

OTTAWA:

SPARKS ST., Carleton Chambers

ST. JOHN, N.B.:

2 CHURCH ST.



## Wall Paper and Decoration.

*The Creation and Presentation of a New Line of Wall Papers, and What This Means*

**F**EW people, even among the wall-paper trade, have any idea of the immense amount of labor, forethought, judgment and capital involved in this undertaking, especially when such a concern as that of the Watson, Foster Co., Limited, is in question. As the matter is one of general interest, we give an outline of the remarks upon the subject by one of the company's staff, and facts concerning their range for the coming season now on the road.

It appears to be no small proposition to start the manufacture of wall paper, especially in a country like ours, with its limited population, as four or five times the number of patterns is required compared to a field like the U.S., where a manufacturer can obtain a much larger run on a design, and secure employment of his machines on comparatively few patterns. The advantage to the home buyer of such a line as the Watson, Foster Co. offer this season, comprising over 140 original patterns, in nearly 2,000 colorings, is obvious, as he finds everything he requires in one house, thus securing quantity discounts and other recognized advantages.

The selection of designs and cutting of blocks begins a year before the samples are ready for inspection, and two years before the goods are delivered and paid for, involving the use of large capital. But the variety of patterns shown by this company necessitates this early start, and block cutters in Canada, New York, Scotland, etc., are employed to produce the rollers in time for sampling, which occupies three months. The designs themselves are selected from, or ideas carried out by, professional designers, as a rule, but many of the most successful patterns of last season were adopted from such sources as the Lyons Pattern Syndicate of Silks and Cretonnes, which show the latest ideas in decorative textures, and in wall papers reproduce most charming and artistic effects. Years ago it was customary to buy some of the previous season's patterns from American manufacturers, but that custom is practically reversed, the Watson, Foster Co. preferring exclusive designs to any used by other factories.

For the coming season the company will offer many

decidedly original ideas, among them a most effective ingrain frieze representing the British coat of arms, which is the perfection of detail and correct coloring, to which special reference is made by them below, and to which we refer every dealer, especially in view of the coming visit of the Duke of York, during which decorations of this character will find active demand.

The company's general line for 1901-2 will contain many novelties, all within the reach of the average dealer, who, of late, has found it profitable to stock a few advanced and progressive effects; he finds that people are able to appreciate and willing to pay for good things. Half the houses in the country to-day are turning out washed-out, meaningless colorings, and there exists a wide field for the introduction of new and stronger ideas in decoration.

With a view of demonstrating this, the Watson, Foster Co. propose illustrating in miniature some of these effects, for use by their customers when offering these patterns for sale. The idea is certain to influence largely the demand for these designs. Ingrains will be stronger than ever. Thirteen new friezes will appear with new shades, added to the twenty-five shown last season. A small book of shades will be mailed at once upon request.

Travellers are now on the road, and dealers are asked to place their orders early, thus securing complete and early delivery, thereby being in a position to encourage their customers to decorate in the Fall, which a great many are now doing.

Late buying means a much reduced pattern range, and often unsatisfactory delivery, as many dealers know from experience last year.

Finally, strong in the conviction that they are offering the best line in the market, they confidently await the confirmation of the trade.

### A BEAUTIFUL CANADIAN PRODUCTION.

**T**HE Watson, Foster Co., Limited, call special attention to this exceptionally beautiful production. In view of the approaching visit of Royalty in September, and the certainty of a generous use of national insignia at that time, the company are arranging to fill all early orders for this decoration in time for its employment at that date.

The idea itself is unique and timely, but the execution, in drawing, cutting, coloring and printing, together with the



NATIONAL (12 Color) FRIEZE, matching 27 INGRAIN Shades.

*The*  
**WATSON FOSTER CO.**  
LIMITED  
**MONTREAL**  
  
**SILVER MEDAL**  
**PARIS 1900**  
**CHICAGO 1893**  
**WALL PAPERS**

## PAST EXPERIENCE

IN SUCCESSFULLY MEETING THE WANTS OF THE  
TRADE.

## PRESENT EQUIPMENT

AND ORGANIZATION, AND THE MOST EFFECTIVE  
AND COMPREHENSIVE LINE OF WALL PAPERS  
AND INGRAIN FRIEZES YET PRODUCED.

—THIS IS OUR CLAIM TO—

## FUTURE SUCCESS

DURING THE COMING SEASON OF 1901 1902

**OUR NEW BOOKS ARE READY,** AND CONTAIN  
SUCH A VARIETY OF DESIGN AND COLOR EFFECT IN ALL STAND-  
ARD GRADES, **VARNISHED GILTS, SILKS, TAPESTRIES, AND IN-**  
**GRAINS,** THAT THE FULL REQUIREMENTS OF THE LARGEST  
DEALER SHOULD BE AMPLY SATISFIED, AND INCREASED BUSI-  
NESS RESULT.

JULY



general effect of this frieze, challenges criticism, and the Company are rather proud of their ability to produce it as described.

This is a pattern which can never change, and may be safely stocked with numerous objects in view, but an immediate purpose will suggest itself to every wide-awake dealer, in the universal celebration of the Duke of York's visit, to which we have referred.

A large demand is anticipated, but supply for such early delivery must be limited to those who order it an early date.

#### A THRIVING WOOLLEN INDUSTRY.

THE little village of Rockwood, Ont., is the home of one of the busiest and most reputable branches of the Canadian woollen industry, the mill of Harris & Co., Limited. Why they are located there has been a matter of surprise to many, for they are nearly a mile from the railway which runs past the village, and are almost hidden from sight by the banks, hills and trees around the Eramosa River, which once furnished all the power necessary to operate the machinery.

The busy mills, with some 40 employes working on the latest machinery, are entirely out of keeping with the quiet rural surroundings.

Nearly half a century ago Mr. Thomas Harris used to visit relatives in Rockwood, and frequently spoke of the possibilities of such an industry if established there. He finally induced them to embark on the enterprise, and in 1867 the original company was formed, consisting of John R., Thomas and Joseph Harris and Thomas Wetherald. After a time the last two mentioned retired, and were followed in 1887 by Thomas Harris. The only one of the original company remaining, Mr. John Richard Harris, conducted the business until his death a few years ago, and then the members of his family formed the joint-stock company which now carries on the business.

At first the mills were run by the power furnished by the river, but as they grew larger, this ceased to be efficient, and now steam is used in addition to the water power.

Harris & Co. make only the finest of goods. They commenced in business more with the object of supplying the local trade than anything else, but the reputation which they gained by turning out high-class goods soon brought orders from the great business centres of the Dominion, and to-day Messrs. Dignum & Monypenny, of Toronto, who are the selling agents for the Rockwood mills, ship their goods in enormous quantities to the best stores of the country. The mills have been enlarged twice since they were rebuilt in stone in 1885, and they are now working to their full capacity; so much so that it is difficult for the company to fill their orders.

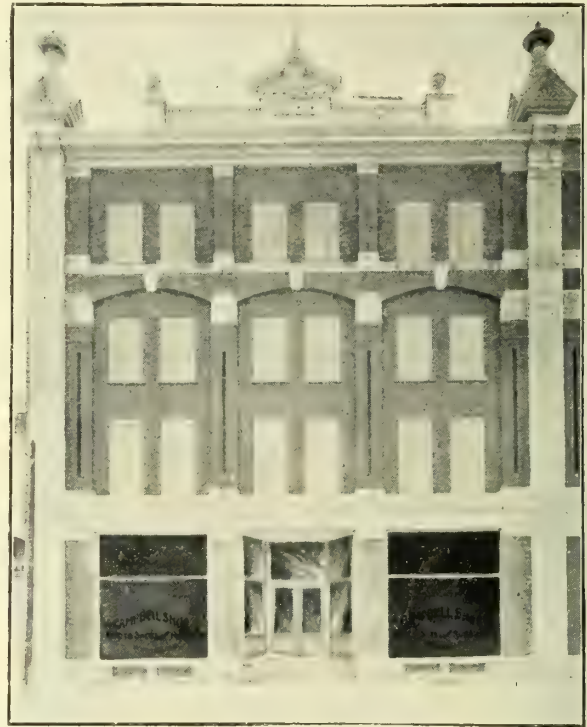
#### CANADIAN COLORED COTTON MILLS CO. HOLD ANNUAL MEETING.

The annual general meeting of the shareholders of the Canadian Colored Cotton Mills Co. was held at the office of the company, 1760 Notre Dame street, Montreal, on Wednesday, May 29. The president, Mr. D. Morrice, was in the chair. The statement for the year, which was favorable, was read and adopted. Mr. D. Morrice and Mr. C. D. Owen were re-elected president and vice-president and the Hon. G. A. Drummond, Messrs. E. S. Clouston, T. King and D. Morrice, jr., were reappointed directors.

A special meeting was afterward held, which passed a by-law authorizing the renewal of the \$2,000,000 issue of bonds, falling due in April, 1902.

#### HAVE MOVED.

"A firm's business is limited by their ability to handle it and their persistency in pushing it." That the Campbell Shoe Co., of Quebec, have the necessary ability and persistency for promoting the sale of their boots, shoes and rubbers among the trade in Canada, is evidenced by the fact that perforce they



Campbell Shoe Co.'s Warehouse, Quebec.

have been obliged to move into larger and more commodious quarters. From their old warehouse on Dalhousie street they have removed into a handsome and capacious building on St. Andre street, where they will now be in a position to handle their orders to better advantage. The head of the firm reports business to be in excellent condition, and prospects for Fall trade good. Their business for the month of May showed an increase of double the amount done in the same month last year. We herewith produce a cut of the Campbell Co.'s new warehouse.

#### OPEN TO VISITORS.

Each summer P. Garneau, Fils and Cie., Quebec, have a great number of visitors, for retail merchants, among other tourists, flock to the historic fortress on holiday trips. This season the Garneau warehouse will be ever ready to receive callers; the managers are making preparations to give any of their customers and friends a hearty welcome. Anyone in the trade visiting the city should not fail to accept the invitation advertised in this issue to have a look through Quebec's large dry goods warehouse.

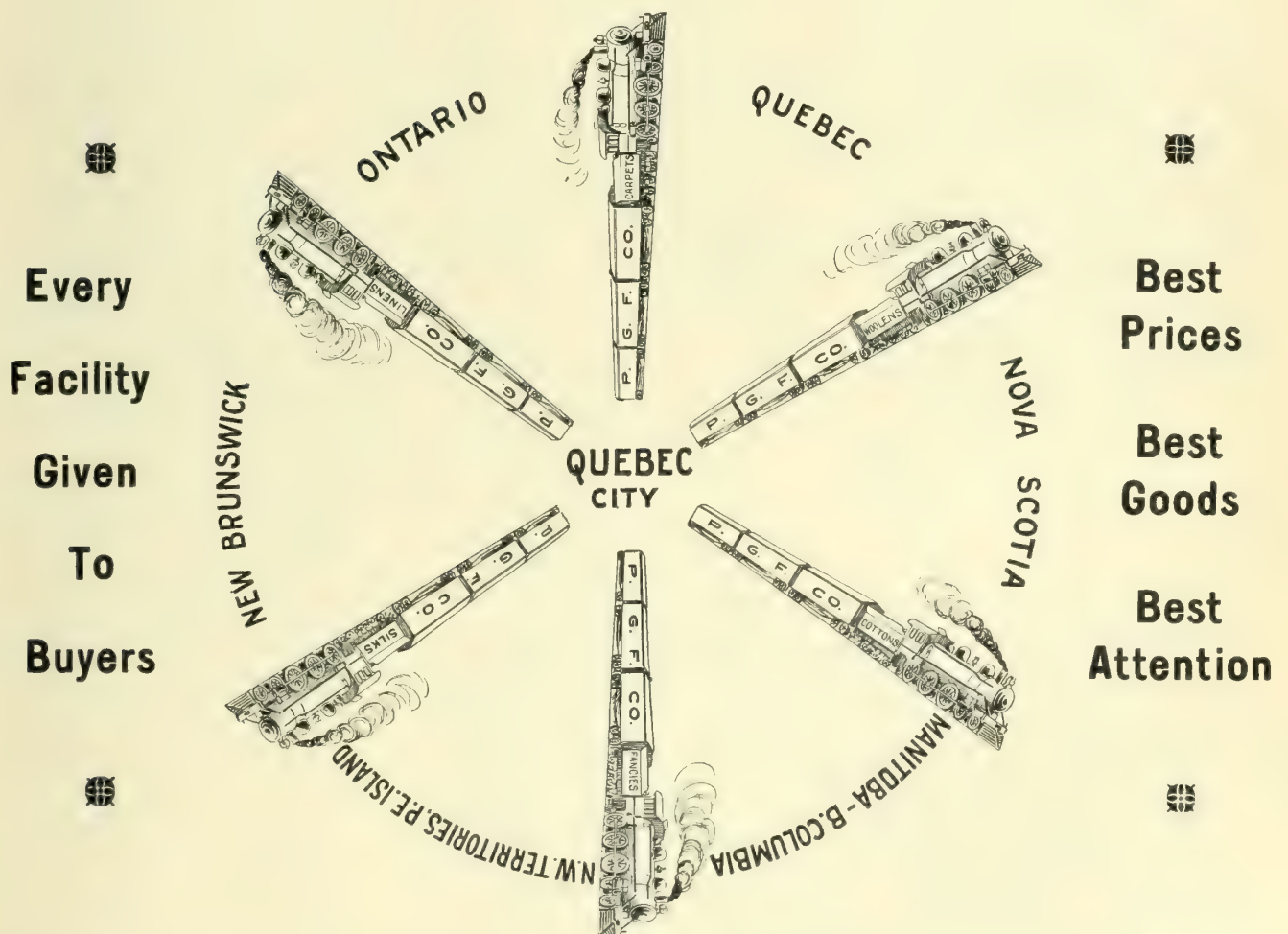
#### MERCHANT TAILORS' EXCHANGE.

The Merchant Tailor's Exchange has been formed at Vancouver. The society will try to prevent the taking of orders in the city by outside parties, and its other aims will be common to those of similar societies. The society intends to have a good library and will keep on file all trade publications relating to their business, as nearly all the members are cutters as well as merchant tailors. The officers for the present year are: President, S. Mortimore, vice-president, J. G. Campbell, and secretary-treasurer, A. R. McCollum.

FALL 19011901 FALL

# P. Garneau, Fils & Cie.

Distributers of Staple and Fancy Dry Goods  
 throughout the Dominion  
 of Canada.

ESTABLISHED 1840.WHOLESALE ONLY.

At the dawn of the Century every  
**Business Man** should visit **Quebec.**  
**Nature** will repay you the **Trouble.**  
**Our Bargains** will repay you the **Cost.**





Cabinet Open.

THE ILLUSTRATIONS as given on this page show our new method for the retail-  
*Corticelli* Skirt Protector by the yard, the Cabinet being furnished with first order for 10 gross assorted staple shades.

Every dealer who favours the gross method of selling should have one of these Cabinets.

### CORTICELLI SILK CO.

Limited

Canadian Mills  
 St. Johns and Coaticook, P.Q.

TORONTO MONTREAL  
 WINNIPEG QUEBEC  
 VANCOUVER SYDNEY, N.S.W.

There is only ONE

*Corticelli*

Skirt Protector, but dozens of imitations. Every bunch of the genuine is branded, and is put up in 4, 5 and 6 yard lengths. By the gross of yards every fourth yard is stamped as above.



Cabinet Closed.

# Corticelli Twill Tape Cabinet

✻ ✻ ✻ ✻ ✻ ✻ (PATENTED) ✻ ✻ ✻ ✻ ✻ ✻

*We have added to our Narrow Fabric plant some twenty six looms for the weaving of the better grades of Cotton Tapes for the dry goods and manufacturing trades, and have adopted the method as here illustrated of putting up, which we feel assured every dry goods merchant will appreciate, the main advantages of this*

*system for the retail dealer being that the Tape is easily measured off, as each bolt revolves on an independent spindle, and the customer can buy any length desired in every width.*

*Cabinet holding one bolt each of  $\frac{1}{2}$  gro. in sizes 0 and 1, and one bolt each of  $\frac{1}{4}$  gro in sizes 2 to 8 inclusive, furnished free with first order for 10 gro. We carry in stock at all of our offices white, black and drab in one quality, and all widths from 0 to 8. Special colors for the manufacturing trade made to order in quantities of not less than 100 gro. to a width and shade*



OPEN.

**Made of  
Antique Oak**

|                                                                                                                                                                             |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <div> <div>Dimensions:</div> <div> <div>Height, 8-in.</div> <div>Length, 11<math>\frac{3}{4}</math>-in.</div> <div>Depth, 6<math>\frac{1}{2}</math>-in.</div> </div> </div> |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

*Every dealer in dry goods and notions should have one of these cabinets.*



CLOSED.

## CORTICELLI SILK CO., Limited

Canadian Mills: St. Johns and Coaticook, P.Q.  
Canadian Offices: Toronto, Montreal, Winnipeg, Vancouver, Quebec.  
And Sydney, N. S. W.



## Working of the Cash System.

*Is there any Reaction toward Limited Credits?—Action of Chicago Stores—Some Opinions of Canadian Merchants.*

THE announcement that several large department stores in the United States—two of them in Chicago—which have built up their business on the cash basis are going in for credit to some extent, has roused considerable interest in trade circles. The explanation made of the change is that to wealthy customers who don't care to carry large sums of money when they go out shopping, and whose accounts are "as good as the wheat," several big stores desiring to cater to this class of trade, are allowing credit. This is done on a conservative basis to accommodate known rich customers.

This change was probably inevitable. When a city grows to greatness and contains an element of rich people who prefer to pay their accounts by check on the first day of the month the stores that want the regular trade of such persons must expect to let their accounts run. For the smaller merchant the rule still holds good that buying and selling for cash is his safeguard. Of course, there are circumstances when merchants find it expedient to allow some good accounts to run. The Canadian trade in this matter regulate the matter to suit their own localities and customers. "The Dry Goods Review" has received some letters on the subject which show wide knowledge of the various phases of the question.

### A Leading Retail Firm's View :

"If it is always possible it would be the pleasanter business to do it for cash only, as you then avoid all the trouble of looking after the book debts, etc. On the other hand, can you do a larger business and make more money in doing both cash and credit? Having done a strictly cash business ourselves we do not feel that we can answer this question to the satisfaction of everyone. We believe that when a merchant begins first to do business it would be better to begin on the cash system as then it would be much easier to do. But whether he would make more money or not is to be doubted.

"It is time that some stores adhere strictly to the cash. People point to The T. Eaton Co. as a great example of what can be done in the way of building a wonderful business and doing it all strictly for cash. It is a wonderful business, no doubt, but when that business was begun it was at a particularly opportune time. Things were ripe for something of that nature to appear. The old foggy style of very long credits and very long profits were quite the right thing, and a change from the old-fashioned style of holding goods from year to year and not making an effort to clear them out at the end of the season had not at that time arrived. The credit business of to-day is very much shorter than in former times. As a matter of fact, in Chicago, there are in existence some huge concerns, among them: The Fair, and Seigel, Cooper & Co., which for a long time did business strictly for cash. But during the past two or three years both have opened out credit departments. Not separate stores, but where reliable people could get goods on credit. They must have realized that they were turning away a lot of good business and therefore decided to sell goods on credit. We do not see that the customer has any ground for complaint. We charge all our customers the same price. We think after a certain time interest should be added."

### J. C. Turnbull, Peterborough:

"About five per cent. of my business has been credit and I never make any difference in price and do not think it practicable. I prefer the cash trade, but when you are well known from childhood by your customers it is not always

policy to adhere to it. In a large business where the proprietor is not known it would be all right. Interest can be collected if accounts remain unpaid after rendered. It helps promptness. Customers buy larger bills when they get credit which makes up for the short time you give them. Never give credit to strangers or those you have any doubt about."

### A. J. Hanley, Halifax :

"After many years' experience, both as a commercial man and storekeeper, I have only one opinion to offer; i.e., buy carefully and often and sell low for cash. Carry as light a stock as possible. Avoid giving credit off hand and try to secure the best cash discounts. Unfortunately, credit is too cheap in all parts of this great Dominion of ours. The remedy is really in the hands of our warehousemen!!!"

### John Lawson, Milton :

"I do not think it fair for a cash customer to pay the same price for his or her goods as a customer who gets the goods charged. My opinion is, the best way to do business is to sell for cash or its equivalent at a profit that will pay, or in places where a credit and cash business may be done, a cash discount should be allowed to cash customers. The distinction would inspire customers to pay cash and the credit customers would get the credit according to the term of credit given."

### W. J. Ferguson, Stratford :

"My observations are, that in a town like the one I live in, Stratford, over ten thousand population, a strictly cash business can be done. The large departmental stores in big cities have done more to introduce and make possible the cash system than all other influences and are deserving the thanks of the entire commercial community of Canada for their example. What's more, they have given us a concrete example of up-to-date store-keeping that has been highly educative and the many desirable features incorporated into business all over the country, resulting in a much more efficient class of merchant. In towns a great amount of business may be done on short date accounts, measured by days or weeks instead of months as formerly, and practically at no loss whatever. In such case there is no need for advance credit price. The advertising in Toronto dailies, along with occasional visits to the big centres by outside population, compels the provincial merchants to keep in close touch with correct fashions and prices, thus keeping trade at home."

### John W. Blanchard, of Blanchard & Co., Windsor, N.S. :

"Let me at once say that I look towards that system as the pilgrim looks forward to the heavenly city, but it at present seems unattainable. Our losses through credit have amounted to under 2 per cent. in the five years. We restrict credit to those we personally know and have reason to believe are 'good marks.' We charge only one price for either cash or credit and render all our accounts regularly every three months. In cities or large manufacturing towns I believe the cash system to be the only one practicable. In a small town like Windsor, our customers quickly ascertain the best store to trade in and a mere reputation for cheapness would have to be built on something more solid than the mere fact of selling for cash. Whether the loss of credit customers would be compensated by the gaining of others is for individual storekeepers to decide. We cannot make up our minds to it as yet."

### THE WAY OF THE WORLD.

The whole world loves the modest man,  
Whether he be great or small,  
But yields up its plunks in very big chunks  
To the man with a surplus of gall.

The whole world loves the quiet man,  
Who's as silent all day as the owls,  
But it's needless to mention that it gives its attention  
To the fellow who gets up and howls.

The world loves the peaceful man,  
Who sees no occasion to bicker,  
But the full right of way, you'll permit me to say,  
It gives to the strenuous kicker.

—Ex.



"SEQUIN ROBES,"

GRACIEUSE P 349.

In Black, \$9.00 each.

In Silver and Colors, ALL THE NEW ART SHADES, \$10.00 each.

Kyle, Cheesbrough & Co.,

=

Montreal.



# The Lace Warehouse

For twenty years we have been known by this title, and that our claim is based upon **merit** we will again demonstrate by the peerless exhibit of Laces we will place before our many friends in a few weeks for Spring 1902.

**IN FANCY GOODS**—we have secured the exclusive right of sale in Canada of a leading Parisian manufacturer of Sequin Robes, Bolero, Blouses, Nets, Collars and Trimmings, etc.

This arrangement enables us to do these high class novelties better than ever. We have never in the history of our house shown so many fine goods in Laces, Sequin and Bead Novelties—the choicest materials and most up-to-date styles the world's markets can produce.

**EMBROIDERIES**—we are showing in specially arranged sets, giving large assortments of patterns and **exceptionally good values**.

**IN TRIMMINGS**—we offer a very large variety, including a magnificent range of Black and Cream Silk Soutache Garland, Chiffon, Embroidered Silk, etc., prices ranging from 25c. per dozen to \$2.65 per yard.

**SILKS**—we offer in all the newest makes and shades, including Black and Colored Taffettas, Fancies, Broches and Luxor Silks. The **prices** these goods are marked will compel every user of Silks to take them into consideration.

**VELVETS AND VELVETEENS**—in plain, fancy and corded goods, all the newest shades.

**LACES, INSERTIONS and ALL-OVERS**—in all the new shades, Paris, String and Arab, also Guipures, Insertions, and Galloons, and Embroidered Chiffon Laces and All-Overs.

## KYLE, CHEES

16 St. Helen Street

*This name to  
as it should  
Mount. 5/7/01*

# House of Canada

**BELTS**—in all the newest styles, including the 4 to 6-inch Steel and Gold Studded, to wear with new robes. These are one of the latest novelties.

**NECKWEAR**—including Ruffs, Collars, in Silk, and Silk and Tinsel, Chiffon Scarfs and Chiffon Boas, also the new Fichu Ruffs.

**HAIR ORNAMENTS**—Combs, Pins, etc., in large variety.

**RIBBONS**—in Plain Silk and Satin, Fancy Silk, and Black and Colored Velvet.

**LADIES' CLOTH COSTUMES**—we are showing in a large variety. Prices ranging from \$2 25 up.

**DRESS GOODS**—we offer in larger assortment of styles, and **better values** than ever. Every dry goods man should see our "K. C." 40-inch All-Wool Armoured Cheviot, which can be retailed at 35c. with a good profit. Also our Black Elastic All-Wool 44-inch Poplin at 65c. These are **winners** every time.

**CLOAKINGS**—in Beavers, Cheviots, Matalassie, also Sealettes and imitation Bear Skins.

**HOSIERY, GLOVES and UNDERWEAR**—in Cotton, Cashmere, Wool and Silk. Values unsurpassed.

**"QUEEN'S GATE" HOSE**—We are sole agents in Canada for the celebrated Indelible Black "Queen's Gate" Cashmere Hose.

*Letter Orders Solicited.*

# BROUGHT & CO.

MONTREAL.





No. P 403. Bolero.

Price, \$9.00 each, Black Panne  
Velvet and Sequin . . . . .

This combination produces a very rich and elegant effect, and is the very latest novelty in the Parisian world of fashion.



*All to  
Mr. H. H. H. H.  
March 5-1901*



No. P 402.

In Black, \$2.00 each, and  
In Black and Silver, \$2.25.

Net and Sequin Fichu, a novelty just introduced and already very popular in the fashion circles of London and Paris.

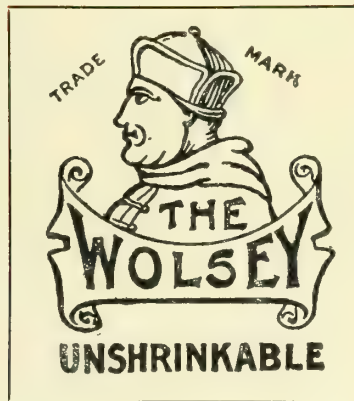
Kyle, Cheesbrough & Co.  
MONTREAL.

# THE "WOLSEY" BRAND

OF

## Underclothing

*All  
Wool.*

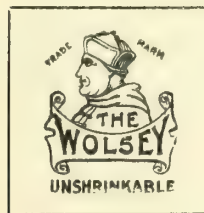


*British  
Manufacture.*

GUARANTEED.

**Positively Unshrinkable.**

EACH GARMENT BEARS THIS LABEL :



Try "*Wolsey*" once and you will wear no other Brand.

All the leading wholesale houses carry  
the "*Wolsey.*"



# JAMES W. WOODS

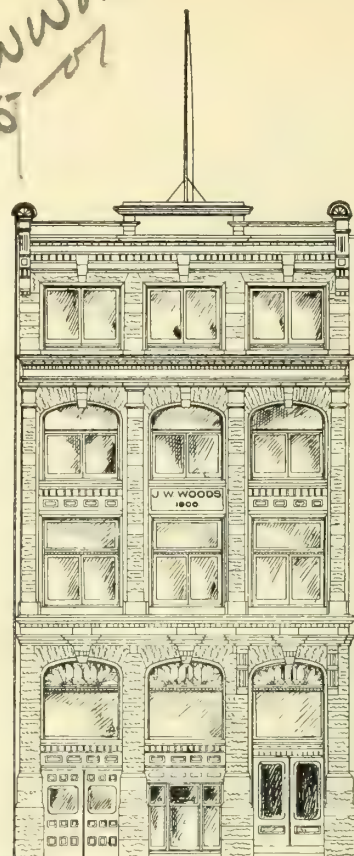
Wholesale  
Manufacturer

## Lumbermen's Supplies

64 and 66 Queen Street,

OTTAWA.

*To J. W. Woods  
4-5-07*



# Tents and Tarpaulins

## Flags

of our Special "Non-Absorbent" Duck.

from Imperial Bunting.

✻ ✻ Send for Catalogue.

— AGENT FOR —

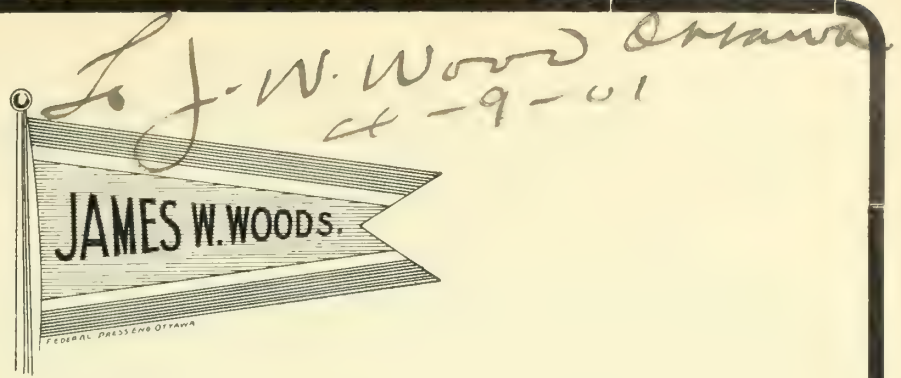
Alaska Feather & Down Co.

Josiah Fowler's Celebrated Axes.

Hand-Knit Woollen Mitts and Socks.

Lorette Snowshoes.

Skewhegans, Moccasins and Larrigans.



**W**E are now turning out the very best made goods in the market in Overalls, Top Shirts, Pants, Smocks and Clothing, and all of proper proportions, thus making it an object for every live merchant to handle our goods, which require to be sold only **once**, and not likely to be returned for being faulty. We are also well stocked in Table and Household Linen, Towels, Underwear, Men's and Women's Domestic and Foreign Hosiery, to which line we pay special attention with a view to popular prices and a good profit to the merchant. Also Handkerchiefs, Neckwear, Mitts and Gloves.

---

WE OFFER THE FOLLOWING SPECIALS:

### **Blue and Black Overalls**

at \$4.75, \$6.75 and \$8.00; to Retail at 50c., 75c., and \$1.00

### **Woods' Etoffe Pants**

at \$12.00, \$15.00 and \$18.00. Untearable, 16-oz.

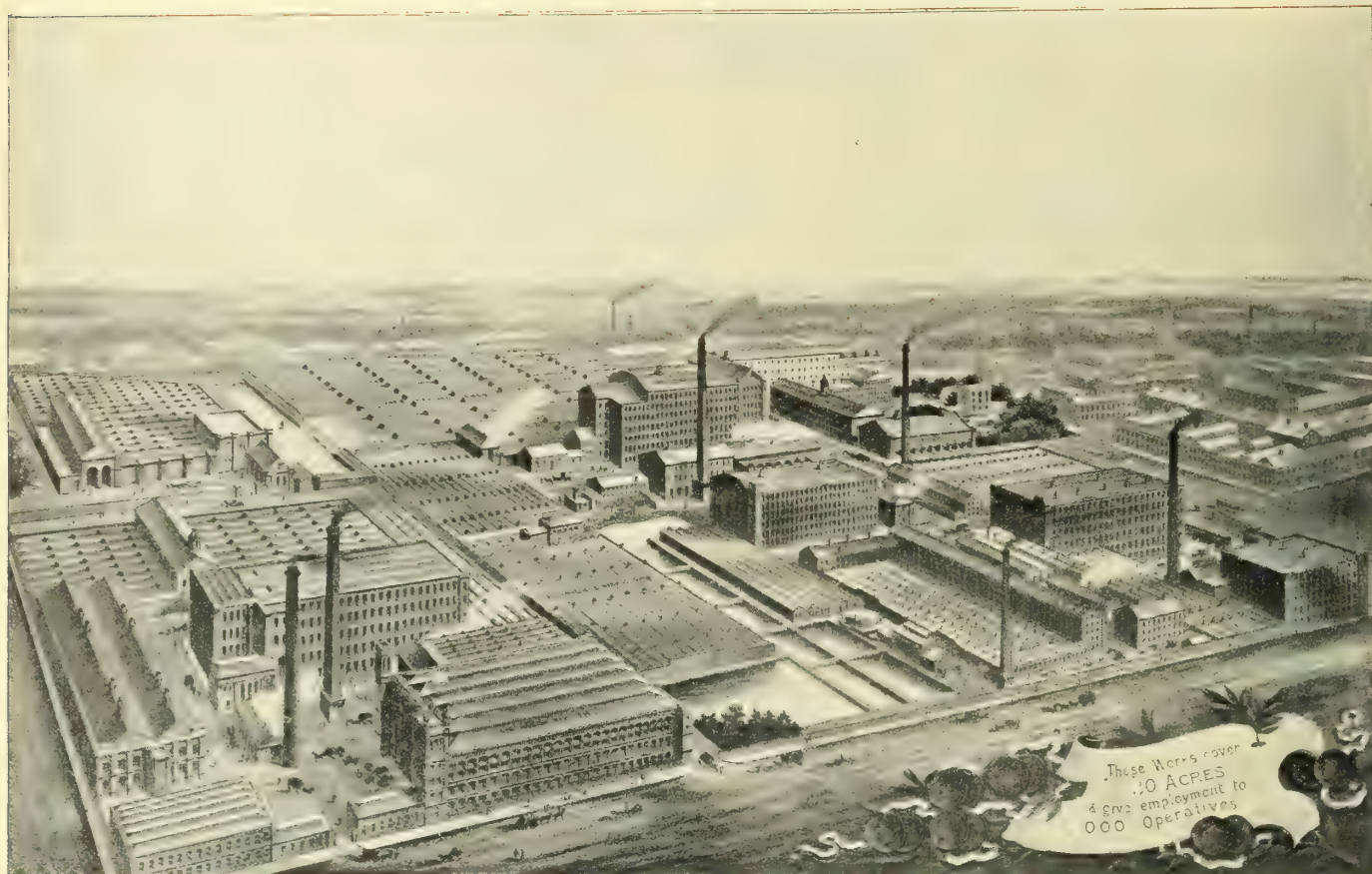
### **23-oz. Hand-Knit Underwear**

at \$9.00 and \$12.00.



# Horrockses, Crewdson & Co.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, 107 PICCADILLY, MANCHESTER,**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

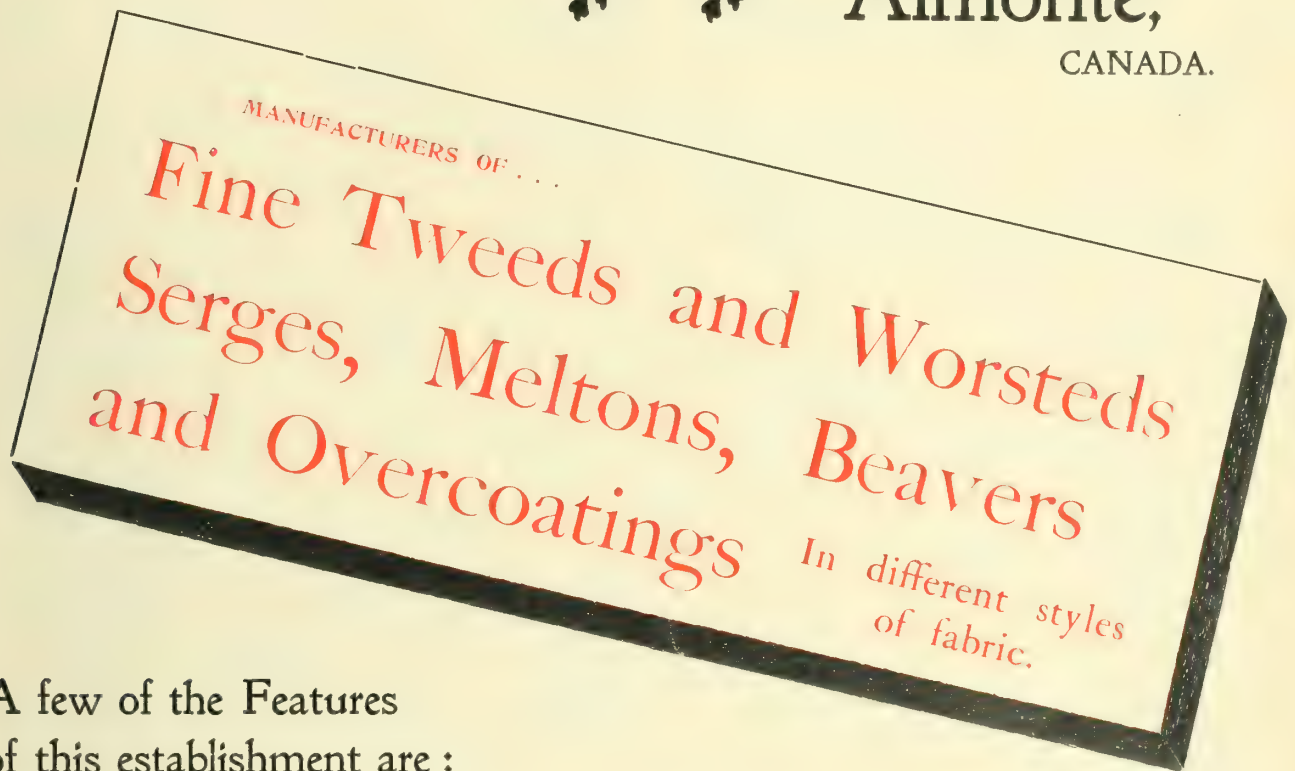
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|---------------------------|------------|------------------------|------|
| PRIZE MEDALS, LONDON      | 1851, 1861 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

**GRAND PRIX, PARIS, 1900.**

# ROSAMOND WOOLEN Co.



Almonte,  
CANADA.



A few of the Features  
of this establishment are :

**Skilled workmen for every department.**

**Complete equipment of modern machinery.**

**Indigo dyeing department for piece-dyed goods.**

**All piece-dyed goods guaranteed indigo, and stamped every two yards.**

**New and original designs by our own designing staff.**

The goods manufactured by us have maintained their reputation for reliability during the whole 45 years of our existence.

We hope to still maintain that reputation by furnishing only good and reliable cloths.

Ask your supply house to see the samples of our different lines, and we feel sure you will see excellent values in them. (We make to order, and sell to the wholesale trade only.)

Incidentally, we might mention that we make **wool goods** and use **no cotton** whatever.



# OUR NEW YORK DRY GOODS LETTER.

*Features of an Off Season and Outlook for Fall—Summer Sales in Housefurnishings—Rough Face Fabrics Take a Start—The Cotton Market Improves—Feather Boas in the Run—Flannel Waists are Right—Fashions in Garments.*

New York, June 25, 1901

**T**HE month of June in the dry goods field is not distinguished for particular activity in the wholesale end, and this year has been no exception. Such business as has been done, has come in under pressure, and is confined principally to orders for immediate delivery on Summer goods of one description or another.

The Summer season is developing more importance from year to year, especially in the garment and kindred lines, as the public are getting educated to wear the lightest possible garments for the heated period. Naturally, this demand has been reflected in a greatly increased demand for all the wash fabrics and lighter materials. All the sheer fabrics are at a premium for quick delivery, and the market is pretty well cleared of them.

## FURNISHING SUMMER HOMES.

The principal retailers of the city are making a special bid for seaside and country-home business, principally in the house furnishing lines, and attention has been more directed to Summer furniture, hammocks, etc., than to the lines more closely described as dry goods. This is a business, which, under tremendous advertising, has developed into a considerable item, and serves to put additional stimulus into what is generally conceded to be a dull month. Special delivery service to all the nearby resorts is established by a majority of the big houses, and some of them open temporary branches at these points for the Summer.

## THE SILK MARKET.

That it is between seasons is particularly apparent in the silk field, where purchases have narrowed down to very slim proportions. Possibly the large purchases of the Spring make the dullness all the more noticeable, but, nevertheless, the immediate business is very light, and the Fall business is confined to deliveries of purchases that were made in April and May, and new purchases are being deterred till after July 1. The deliveries are principally taffetas, which seem to be the leaders both from the retail and the manufacturing trades. For immediate wants, black and white effects are the rage, closely followed by blue and white.

## ROUGH FABRICS FOR FALL.

In the woollen dress goods field, present indications point to a leaning toward rough face fabrics for the popular trade for Fall, though the volume of business that has been done is not large enough to draw absolute conclusions.

## BETTER CONDITIONS IN COTTON.

In the cotton market, conditions are improving. Curtailment of production has been resorted to with more or less success, and the market is in a more healthy state than for some time past. An increase in exports has been largely responsible for the improvement noted.

## MILLINERY LIVELY.

Strange to relate, the millinery market, so far as the retailer is concerned, and the introduction of new hats goes, is in a lively position. Flat, round straws, draped with polka dot and other black and white, blue and white, and red and white fancy silks, quill trimmed, occupy a striking position in the display of new style introduction. There is also a heavy sale and demand for ostrich plumes up to \$111 per dozen (wholesale). Plumes are selling as fast as manufacturers can produce them. Ostrich feather boas, in much finer quantities than have ever been sold before, are common articles of trade, and it is anticipated will be prominent in the Fall demand. From the general drift of early Fall purchases, and the consensus of opinion in the trade generally, it looks as

though the early end of the season will be conducted upon the fancy feather line. Breasts, palms, quills and fancy articles predominate in the orders for September and October delivery.

## WOMEN'S NECKWEAR.

In the women's neckwear line, the prime favorite of the hour is the Ascot stock in pique, madras and other Summer materials, with a soft band. A great variety of Summer stocks in linens in the natural tint are also being sold. Automobile ties, in plain and fancy lines, embroidered in neat figures and edged with taffeta or satin, are also in good demand.

## FASHIONS IN WAISTS.

Activity in the waist field, in all the Summer fabrics, has continued in fair volume, with the result that Fall samples will, in some instances, be delayed. Colored waists continue to figure quite heavily in present orders. New samples have been added to the lines. Many models that button in the back have been given prominence, and may indicate a departure that will develop more force in the early Fall season. What is very noticeable is the inclination to use the "dip" front and the market is being flooded with devices to give this effect. It was anticipated that the blouse front and short back, and low front effects would disappear, but the introduction of novel belts and various metal contrivances has furnished the means of holding down very rigidly the back and front of the waist, bringing the lower end forward, and drawing it tightly over the bust. This tendency gives scope to the feminine idea which favors long drawn lines, and tightly drawn garments. The bust, however, is higher than last year in all corsets and the general tendency is to delineate the figure in as striking a manner as possible.

Fall lines of waists are nearing completion and some early orders have been booked. Flannels stand out prominently in the early demand, and will vie with taffeta for first place. Fancy flannels are being given much attention. Elaboration of one kind and another is largely indulged in, and it looks as though the plain waists of previous seasons will give place to more showy combinations. Striped flannels are also given more than ordinary prominence. The waist has reached the position of a staple garment, and questions as to whether the waist is to continue in popularity are no longer debated. Preparations for Fall are on a larger and wider scale than ever, and there seems to be no limit to the quality and price of the offerings—samples as high as \$50 each (wholesale) are included in the lines.

## THE SKIRT TRADE.

Business in separate skirts has been confined largely to walking skirts and Summer skirts in wash fabrics. In the popular end of the line white serges have come forward very suddenly. Very little Fall business has been transacted except in taffetas, which promise to engross attention for the early end of the season.

## PETTICOATS.

In petticoats, the immediate demand is for muslins, cambrics and nainsooks, with mercerized sateens in the background. Lace trimmings predominate, and multitudes of ruffles and flounces are popular. Early Fall orders indicate a revival of taffetas in the finer lines, and mercerized in the popular.

Fall models show special fullness at the bottom. Incidentally, the tendency to favor long garments in the cloak field is looked forward to as an indication of a revival of taffeta petticoats as furnishing the most suitable foundation for those garments.

## CLOAKS.

In the cloak field, the demand for Summer dresses continues strong, and overshadows everything else. Fall samples are filling the racks, and some sales to the jobbing trade in the far west and southwest have been effected. Jacket lengths are shown varying all the way from 27 inches to the full fledged Newmarket. The costume end is already assuming a leading position, with indications that velvets will hold a leading position.

W. B.

*Autumn 1901.*

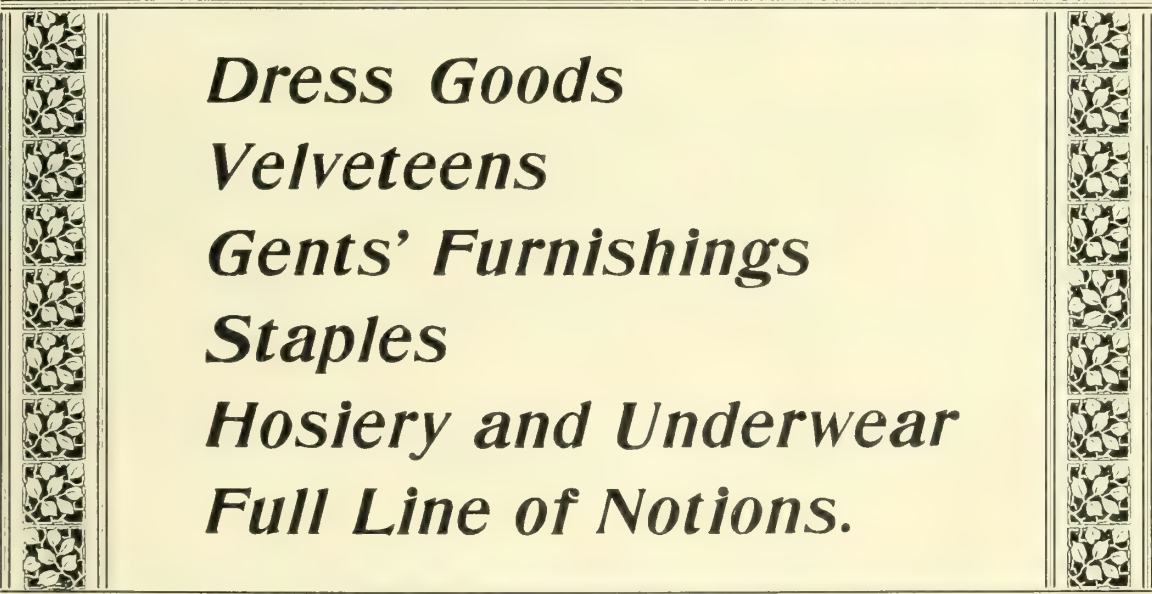


# Knox, Morgan & Co.

Wholesale Merchants,

❁ ❁ ❁ HAMILTON.

Complete and extensive line of General Dry Goods, comprising:



*Dress Goods*  
*Velveteens*  
*Gents' Furnishings*  
*Staples*  
*Hosiery and Underwear*  
*Full Line of Notions.*

**Attractiveness and Novelty, Two Special Features** found at every point in our superior ranges. If you want profitable goods that look well, and sell quickly, inspect our samples.

**Facilities for prompt delivery unsurpassed.**

**Please reserve orders until our representative calls.** Should you wish to see him earlier than usual, write us, and we will immediately communicate with him.

**Sorting orders, by letter,** will have our special attention.



# PERRIN FRÈRES & CIE.

THE GLOVE HOUSE OF CANADA.

Perrin's  
Gloves



Perrin's  
Gloves

QUALITY GUARANTEED.

You run no risk in buying **Perrin's Gloves**. They sell at sight, and your customers will come back and ask for them. They combine **Fit, Elegance** and **Durability**.

A WELL-ASSORTED STOCK ALWAYS ON HAND.

PERRIN FRÈRES & CIE., 5 Victoria Square, MONTREAL.

"RIGHT GOODS"

—AT—

"RIGHT PRICES"

attract trade for the dealer. Our line of **BOOTS AND SHOES** are **RIGHT GOODS AT RIGHT PRICES**. Their quality, style and fit is unsurpassed. You will find them of great assistance in building up and keeping your business in a good condition. Our prices are as low as any, and lower than the most.

**MAPLE LEAF and TORONTO Brand Rubbers**  
carried in large quantities. Best terms and discounts.

Enquiries and orders will receive our prompt and careful attention.  
Write for illustrated catalogue.

**THE CAMPBELL SHOE CO.**

129 St. Andrew St., QUEBEC.

*"The true course of business to-day is direct from  
Manufacturer to Retailer."*

# The Richard L. Baker Company

28 Wellington Street West,  
TORONTO.

## The Gloves, Hosiery and Under- wear Agency of Canada.

### MILLS SELLING AGENTS FOR

#### S. LENNARD & SONS, Dundas

Manufacturers of Ladies' and Children's Underwear

#### The KINGSTON HOSIERY CO., Limited

Manfrs. of Fleece-lined, Scotch Knit and Striped Underwear, also Men's Sox

#### The GODERICH KNITTING CO., Limited, Goderich

Manfrs. of Plain and Rib Woollen, and Worsted Hosiery

#### SMITH & BAKER, Dundas

Manfrs. of Lined and Unlined Mitts and Gloves

#### R. H. POYNOR & CO., Kibworth, England

Manfrs. of Rib and Plain Cashmere Hose

#### GEO. BRETTE & CO., London, England

Manfrs. of Cashmere Hose, High Grade Underwear and Lined Gloves

#### J. M. EISENSTUCK, Chemnitz, Germany

Manfr. of Cotton, Silk, Lisle and Cashmere Hosiery

#### HEINRICH GULDEN, Chemnitz, Germany

Manfr. of Fabric Gloves of all descriptions

DIRECT TO THE RETAIL TRADE THROUGHOUT CANADA.



# FOR YOUR TRADE

THE  
STRAIGHT B. & C. FRONT  
CORSET.



A few of our  
Specialties :

Peerless  
Dress Stays

The B. & C.  
Wright  
Bust Form

Braided  
Wire  
Bustles

A few of our  
Specialties :

Rubber-  
Tipped  
Dress Stays

The B. & C.  
Shirt-Waist  
Distender

The  
Allways-  
Ready  
Shirt-Waist  
and Skirt  
Supporter

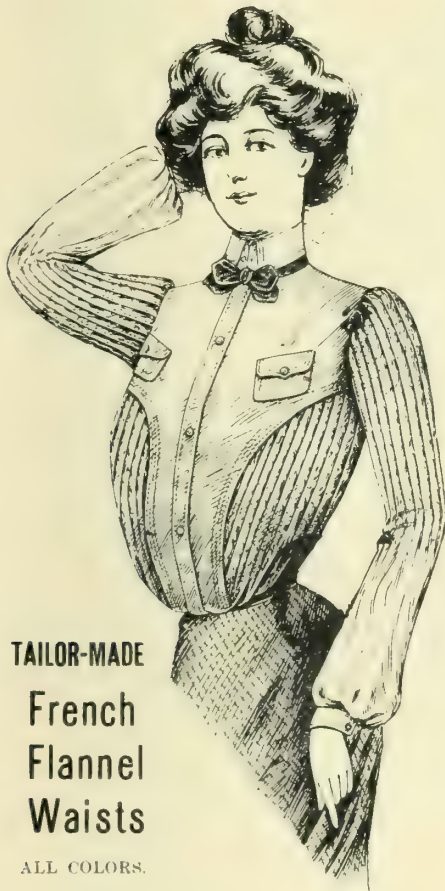
Sample Orders Solicited.

**BRUSH & CO., Toronto., Ont.**

# Now Ready

# Fall 1901

*all to B. & S. 7/8/10*  
*3/77*



TAILOR-MADE  
French  
Flannel  
Waists  
ALL COLORS.



LATEST STYLES  
FROM

## Paris AND New York

LARGE ASSORTMENT.



Taffeta  
Waists  
NEWEST CUTS.

Costumes of Cheviot, Ladies' Cloth and Tweed, \$5 to \$35.

Blouse Waists of Taffeta, Satin, Sateen and Flannel,  
\$9 to \$84 per doz.

Misses' and Children's Coats, of Newest Cloths, \$3.50 to \$10.

Ladies' Flannelette Night Dresses, Drawers and Skirts---all grades.

**BOULTER & STEWART,** 13 Front St. W., TORONTO

MANUFACTURERS.



## Treating Employees Well.

*How an Association of Clerks for Mutual Advantage  
is Worked, and How Employers  
Encourage Their Help.*



IN some of the big departmental stores of the United States there are employees' associations for bettering the condition of the clerks. Every employe must belong to it. One of these will serve as an example of the rest, although this one has been enlarged and carried further than the others. Here is a concise statement issued by the association to its members showing its objects:

### HOW WE SPEND YOUR MONEY.

1. In payment of weekly benefits to sick or disabled employes.
2. In payment of death claims or respectable interment of deceased employes.
3. In providing a physician in constant attendance.
4. In payment of all prescriptions given by this physician.
5. In providing a local ward with maids in attendance for indisposed employes.
6. In providing an arrangement with the New York Hospital for emergencies.
7. In defraying expenses of convalescent or indisposed employes at our private sanitarium open all the year round.
8. In providing a fund from which are dispensed innumerable charity donations to unfortunate members, and from which, in cases of emergency, loans are made without interest, being paid back in small weekly installments.
9. To create an oasis of rest in the desert of toil is a work worthy of any association.

In this particular association the members, which is to say, the employes of the store, are divided into four sections—those receiving \$2.50 or less a week, those receiving from \$2.51 to \$5 a week, those receiving \$5.01 to \$9.99 and those receiving \$10 and upward. The first section pays a regular assessment of 10 cents a month, the second pays 20 cents, the third 30 cents and the fourth 40 cents.

A sick benefit of \$5 a week is paid for six weeks in a year, if necessary, to those receiving a salary of \$10 or more a week. Employes receiving salaries under \$10 a week get a benefit of half their regular salary for a period of not more than six weeks in one year. In case of the death of a member of section 3 or 4 the treasurer pays the legal representatives of the deceased the sum of \$100. On the death of a member of section 1 or 2 a benefit of \$50 is paid to the heirs.

This association looks after the burial of the deceased members, the treasurer occupying himself personally with the matter if the family wants him to and securing special rates, often as low as one-third of the first price asked by the undertaker.

### LOOKING AFTER THE HEALTH.

There is a physician in attendance in the store during certain hours of the day and every employe is free to consult him. He says he receives visits from about 70 of them every day. When it is necessary the doctor prescribes for them, and the prescription is filled and paid for by the association.

In cases of accident or acute illness employes are sent to the hospital and placed under special care. In the store itself there is a room adjoining the doctor's office where couches are provided, and where any employe can be cared for by a colored maid who is in constant attendance.

The sanitarium is the special pride of the association. It is a big farm house where 30 boarders can be accommodated at

once. It is surrounded by 100 acres of fields and orchards all belonging to the place. It is owned by a man and his wife, who are pretty nearly the most popular persons in the country among the employes of the store.

These employes are sent down at any time, Winter or Summer, when the doctor says they need the rest and change and the association pays the bill. By arrangement with the farmer, who also has a livery stable, the people from the store are to have three afternoons a week of driving wherever they want to go.

A great many of the employes spend their vacation there in the Summer, receiving the rate which is made to the association.

Speaking of Summer vacations, that is another drop of comfort in the shop girl's life. Gradually the departmental stores are coming into line and giving one or two weeks' vacation with pay to their employes. One of the best-known stores in town did not make this concession until last Summer, but it finally yielded to the demands of public sentiment.

### REWARDS FOR SPECIAL RESULTS.

In one of the well-known New York stores the salespeople receive a percentage of all sales made in the month of December. These percentages are paid to them on February 1, and even if a girl is taken on only for the holidays and discharged immediately after Christmas, she can come around on February 1 and get her percentage. One girl received \$125 for the last December's work.

The noon hour has also become what the storekeeper calls "an oasis of rest in a desert of toil." The New York law now requires a respite of at least 45 minutes for luncheon. At least one of the stores of its own accord gives its employes an hour. Most of the stores are putting in improved lunch-rooms for employes, where they can get a luncheon at a nominal cost or can eat what they bring.

Many of the establishments are adding a sitting-room for the girls so that they may have some place to go when the weather is too bad for them to go out on the street or when they are tired and want to rest. This extra room is necessary because the luncheon-room must be filled over and over again, one set of girls coming as soon as another has finished.

There is a girls' club in one departmental store. It has 250 members and occupies pleasant club-rooms which are provided by the firm. This firm also provides a restaurant and smoking-room for their salesmen and clerks. The girls' club has classes in dancing, singing and dressmaking, and gives entertainments now and then, the firm giving the use of their large public restaurant for these gala occasions.

### HOW FUNDS ARE RAISED

The benefit association described above does not pay all its expenses by means of the assessments. These in fact amount to only about one-third the amount spent. For instance, the year's report showed that more than \$20,000 was spent for the members, while the assessments, or dues, brought in only about \$8,000. The balance was raised by giving a public entertainment, the members of the firm paying high prices for the boxes and in other ways contributing money.

In at least one store, a third of the employes are allowed to go home at 4 o'clock in stormy weather. The manager says that it is partly generosity and partly business policy which makes him send them home.

"Why shouldn't I let them go?" he said. "There isn't anything for them to do here and they would do a good deal better go home and rest than stand around doing nothing but getting tired. They'll be enough better able to work the next day to pay me for the slight indulgence."

## Our Specialties

**Dress Goods. Silks. Henriettas.**

We also carry in stock many other lines of excellent value.

Our endeavor for the coming season, as in the past, is to put on the market only the very choicest novelties to be had from the best manufacturers, both Foreign and Domestic.

We may say for the guidance of the trade that indications point strongly to Homespuns, Velvets, Velveteens and Corded Effects, of which lines we shall be prepared to give early delivery.

We hear, however, from designers that a slight tendency is becoming apparent for Fancy Dress Goods; when this shall have become more pronounced, the trade may rest assured that we shall be ready to meet the demand.

**WILLIAM AGNEW & CO.**

**305 St. James Street**

Autumn 1901.

**MONTREAL**

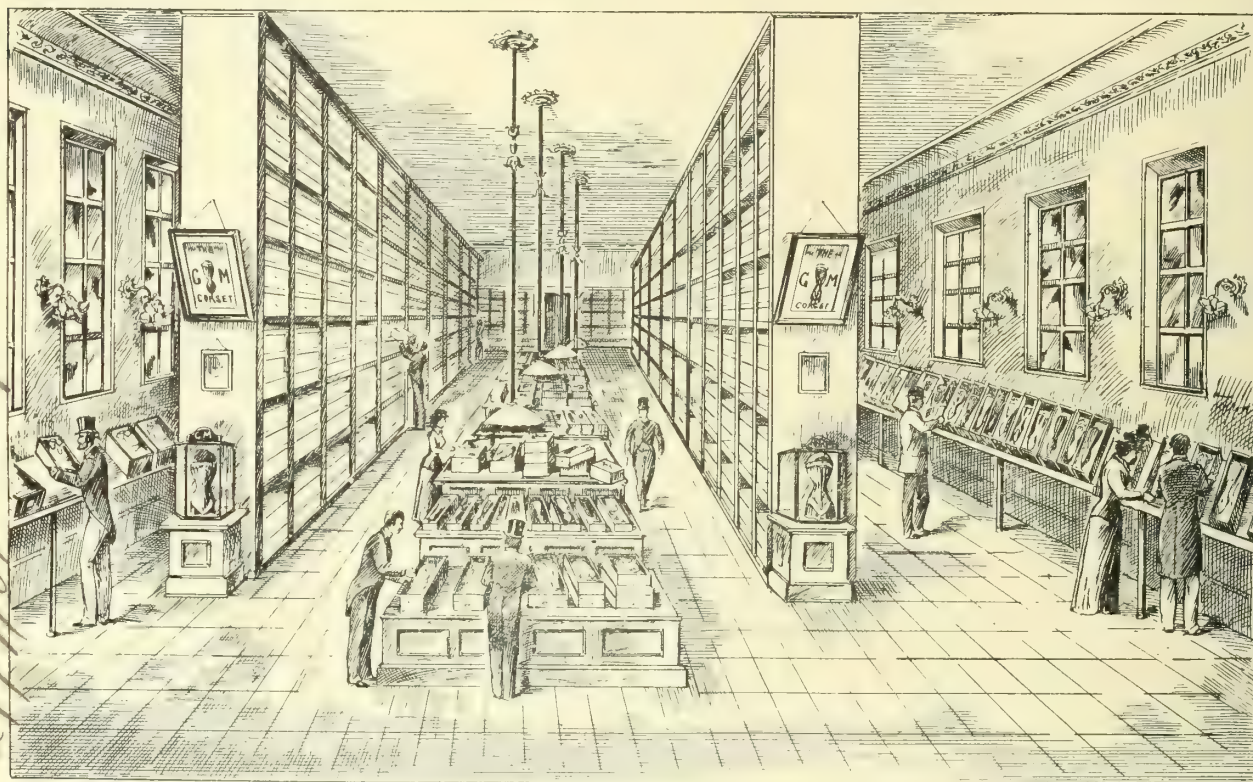


## TO DO BUSINESS IN CANADA.

A new English firm who are to do business in Canada is Messrs. Greenwood & Moulds, of Leicester. They are not only new to Canada but are a comparatively young firm in the Old Country, having started about six years ago in Lutterworth. The ability of the firm and the excellence of their products soon placed them on a level with many houses of very long standing, and not content with their large trade in Great Britain they branched out into other countries.

Their Canadian representatives are Messrs. Prime and Rankin, Toronto, which firm will doubtless have great success in handling the well-known Greenwood & Moulds make of hosiery. The cut gives some idea of the immense hosiery

goods which they have reason to think will be the greatest in demand. These goods are manufactured in Japan, and are dyed and finished in Lyons, France, so that they have the quality of Japan silk as well as the desirable lustre and finish of French taffeta. They are in brilliant colors and are as suitable for blouses as for dress silks. Besides the staple colors they are shown in the latest shades from the syndicate card for Fall, 1901, the most popular of which are, beige, in medium and dark shades; tabac, in medium shade; nickel, paille, and vieux rose. Windsor ties in Japanese silks and satins were in great demand last season and show signs of being just as popular for the coming Fall. About 200 different styles of these have been manufactured in Japan, including the original Japan weaves, and the latest styles in



Part of Greenwood & Moulds' Establishment.

department of this firm, whose goods, during the six years they have been manufactured, have taken a place on the English market second to none, and are warehoused at London and Sheffield, besides the numerous ramifications in different parts of the Empire.

The building is well adapted for the soft goods trade, and the interior is some 300 feet in depth. Even with the great size there is none too much room, and the entrance has been trenced upon considerably for purposes of enlarging the stock room and packing and unpacking room space. The private offices and counting-house are on the front of the first floor, with departments extending from them to the rear. Prime & Rankin are fortunate in making connections with a firm so enterprising and successful, and whose hosiery has earned a most enviable reputation.

## A WORD ON THE SILK TRADE.

In the matter of silks the coming Fall season promises to run mainly on plain goods. Japan taffetas will no doubt also take a conspicuous part in the fashions. For this trade K. Ishikawa & Co. are importing some 20, 23, 27 and 36 inch

Lyons and Zurich manufactures. Among the Christmas trade novelties are white silk handkerchiefs in  $1\frac{3}{4}$ -inch and  $\frac{1}{4}$ -inch hems; elaborate effects in initial silk handkerchief, and new, open-work embroidered goods, shown for the first time on this market. Some new varieties in chair and table scarves and drapes are going well. Though the matting season is now over, samples for Spring, 1902, are being shown, and besides the staple lines in heavy and light weights, some new creations in high-class Bingo mattings, among which are a number of new double warp Turkish patterns in three-colored printings are well thought of by the trade.

## A DEPARTMENT ENLARGED.

Owing to the growth of the hosiery, underwear and glove department of the Wyld-Darling Co., Limited, they have had to procure extra space for their knitted goods. Accordingly, two floors, running the full length of the building, 120 x 40 ft., will be devoted to them. The extra room thus provided in the original smallwares and men's furnishings departments will be used to enlarge the dress goods floor space and give more room for other lines of men's furnishings.

Greenwood & Moulds  
54 Gresham St.  
London E.C.4  
29 July 1901



## "Indispensable for the Open-Air Girl"

"THE DAILY NEWS" SAYS:

"The Shopper who knows her business will inquire if the stuffs are '**PIRLE**' Finished, knowing what a difference this makes, not only in the appearance of the Fabrics, but in their durability."



A  
**"PIRLE"**  
**SKIRT**  
does not  
**MARK OR**  
**COCKLE**  
**WITH**  
**RAIN**

Registered Trade Mark No. 236666

MADGE, IN "TRUTH" SAYS:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the '**PIRLE**' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

To be obtained from the Leading Importers  
or full particulars from

E. Ripley & Son, Ltd., 100c, Queen Victoria  
Street, London, E.C.

## Things of Beauty

For Ladies' Wear.

All the Season's Novelties are here shown. Every new and stylish idea in Ladies' Shirts, Blouses, Neckwear, and Lace Goods is here worked out and displayed in its various forms.

SILK SHIRTS

FLANNEL SHIRTS

SILK BLOUSES

RUFFLES

REAL LACES

SILK LACES

COTTON LACES

ALLOVERS, Silk and Cotton

EMBROIDERED LISSES

VEILINGS

LACE COLLARS

FICHUS, JABOTS

LACE SCARFS

BOWS and TIES

SILK NECKWEAR

LINEN COLLARS

APRONS, BELTS, Etc.

## E. & H. TIDSWELL & CO.

MANUFACTURERS,

3 and 2 Wood Street, LONDON, ENG.





**“No Man’s Stock is  
complete without them.”**

**Our SWELL Summer specials:**

**REGAL, 2 25 per doz.**

**Everlastic, 4 25 “**

**Century, 4 25 “**

**CHESTER SUSPENDER CO.**

**JAMES HALL & CO.,  
Brockville, Ont.**

John Macdonald & Co.'s warehouses in Toronto are as easy to find as their advertisements are in this paper.

John Macdonald & Co. are making buying and selling easy. It will pay you to pay them a visit.

ency to place orders so to many customers main

John Macdonald & Co. do not only buy for cash; they know how, where, what and when to buy, and how to manufacture.

John Macdonald & Co.'s cash discounts are liberal; their terms are easy; their profits are small, and their sales are large.

John Macdonald & Co. are constantly putting new ideas into successful operation, benefiting both their customers and themselves. Are you a customer?



John Macdonald & Co. Their 1st Floor contains Linens, Prints, Cottons, Flannelettes, Linings, Shirtings, Flannels, Blankets---staple goods of all kinds.

John Macdonald & Co. Their 2nd Floor Contains Worsted, Serges, Suitings, Trouserings, Tweeds, Tailors' Trimmings, Woollens of all kinds.

John Macdonald & Co. Their 3rd Floor contains Silks, Dress Goods, Muslins, Hosiery, Gloves, Ribbons, Laces, Embroideries ; Ladies' Underwear, White Goods, Blouses and Skirts.

John Macdonald & Co. Their 4th Floor contains a full assortment in Men's Furnishings, Haberdashery, Smallwares, Umbrellas and Fancy Goods.

John Macdonald & Co. Their 5th Floor contains Carpets, Linoleums, Floor, Stair and Table Oil Cloths, Rugs, Mats, Matting, Curtains, Coverings, Quilts and Felts.

You will remember John Macdonald & Co.'s famous brands: "Queen City" Staples; "Imperial" Hosiery; "Diamond" Shirts; "Seabelle" Serges and "Crescent" Brand Black Dress Goods.

Have you heard of John Macdonald & Co.'s competition-killing prices in Underwear?

Do you know of John Macdonald & Co.'s fame for Linen Towellings and Tablings?

Have you seen John Macdonald & Co.'s wonderful value and assortment in Carpets?

Have you felt the comfort and ease of selling John Macdonald & Co.'s 30 different brands of Blankets?



John Macdonald & Co. have the world for a market, being well and favorably known for over 50 years.

John Macdonald & Co. give Canadian manufacturers the preference when values are equal.

John Macdonald & Co. make the filling of letter orders a specialty, and give the promptest despatch to all orders.

John Macdonald & Co. are in business to do business on business principles.

John Macdonald & Co. extend a hearty invitation to business people to visit their warehouses.

## The Practice of Early Buying.

Leading Merchants Express Their Views Upon It.



IN a recent issue of THE DRY GOODS REVIEW, Mr. Stapleton Caldecott, of Toronto, made some apt remarks—which are of value as coming from a veteran member of the wholesale trade—upon the practice of buying early. The subject has attracted a great deal of attention, and has been much discussed. The opinions of a number of leading retail firms will be found below. They agree in deprecating the present tendency to place orders so early. Their comments are of value to all in the trade

who have not given the subject due attention.

### *E. R. Bollert & Co., Guelph :*

Re early buying. There are, no doubt, two sides to this as to almost all questions. Speaking in a general way from the retail standpoint, we have no hesitation in saying that the growing tendency on the part of the wholesale trade to send out samples and solicit orders months, and in many cases a season, in advance of the time in which the goods are wanted, is an evil.

To illustrate : From the first of the present year, before we had in our Spring goods, and constantly up to the present, we have been importuned to place orders for goods that we do not want until next September or October. Six to nine months before the goods are saleable an army of travellers attack the retail trade and solicit orders !

The result is :

1st. That the buyer is distracted in his attention, time and energies right at a time when these are of much greater importance to the welfare of his business in selling the present season's goods than in buying for the season to follow.

2nd. On account of the constant changes of styles, he cannot anticipate so far ahead what may be in demand.

3rd. The seductive bait of long dating ahead allays his caution, and is a fruitful cause of overburdened stocks, sacrificed profits, and bad accounts.

These and other reasons make early buying undesirable, and should cause the retail trade to put it under a ban, to a very large extent. No doubt the ever-increasing keenness of competition in wholesale and manufacturing circles is one cause for its aggressiveness. The plea that time is needed to make the goods is often given in extenuation. But why should the retailer incur the disadvantage, and assume the burdens and risks of buying goods so far ahead? In our opinion, it would conduce very greatly to the comfort and profit of the retail trade to delay buying the coming season's goods until the present season's trade is fairly over, and time and judg-

ment are at greater liberty to exercise in this very important matter.

The retail trade has the remedy in its own hands. In the long run, we believe it would work advantageously to the wholesale trade as well if goods were bought by the retailer only when they were needed, though it is not our province to argue that side of the question.

### *Fulford Bros., Port Hope :*

We have no grievances or complaints to make in the premises, believing that the remedy for the evil, if there be such, is accessible to the retailers, who can decline to buy anything or everything that's offered at a time when styles are not determined.

If retailers were to apply the foregoing remedy freely, our impression is that manufacturers, particularly those of ready-to-wear garments, would be more careful to ascertain correct styles before samples were given into the hands of their representatives.

### *Jas. A. Kavanagh, Prescott :*

My experience, extending over a number of years, is that the practice of the wholesale firms in sending their travellers out in December, January and February for Spring, and May, June and July for Fall deliveries, is injurious and detrimental to trade.

I have purchased dress goods for Spring on recommendation of the traveller and found when the season arrived that the goods were not the prevailing style and unsaleable. This is especially the fault with millinery goods. When Summer comes the goods are old and unfashionable. I would suggest that the travellers should not be put on their routes until April 1 and August 1 in each year.

### *J. W. Ortwein, Seaforth :*

Regarding the early samples rushed out by the wholesale firms, I would say that it is a curse to the trade, and some merchants slaughter the goods before the season opens up. If wholesalers would wait and bring out the latest styles there would not be so many failures, as some buy heavily and are obliged to sacrifice their goods, as their neighbor has bought later and has the latest.

### *Robt. Coats & Son, Clinton :*

Our experience is that we almost always regret early buying, for the reason that the styles are not definitely known, and, in some lines, particularly mantles, style is everything.

### *H. S. Bowden, Pembroke :*

I think that early buying is a mistake on the part of both the wholesale and retail trade.

First, a retail merchant in small towns is apt to buy heavily in certain lines when buying early, as something attractive is shown him, and, without thinking of the business





PARIS.



LONDON.

The Celebrated "Cravenette" Tailor-Made  
Rainy Day Suit.



VIENNA.



NEW YORK.



BERLIN.

*all cut to  
X suit to  
M. office.  
July 15, 1901.*

# The American Silk Waist

We call special attention  
to our celebrated Rainy  
Day Suits.

Our Silk Top and  
Under Skirts  
have no equal.

**HIGH-GRADE**  
**AMERICAN SILK WAISTS**  
MINUS FREIGHT AND DUTY.

*Style*  
*Shape*  
*Fit*  
*Make*  
*Finish*  
*Material*  
*Durability*  
*Attention*  
*Delivery*



*Original*  
*The Latest*  
*Perfect*  
*Artistic*  
*Tailored*  
*The Best*  
*Guaranteed*  
*Prompt*  
*10 Days*

Cuts for the new styles of  
our Waists will be sent  
on application.

Our Travellers will start with  
a full range of samples the  
first week in July.

**WAIT FOR THEM.**

**Mfg. Co.,** 323 St. James  
Street, **Montreal.**



he does, and his ability to handle the goods, he places an order away in February for Fall goods. I think if the whole-sale trade would send their travellers out in June for Fall it would be better for everybody, as we are troubled with travellers just in our busy season, and some of them have very little tact to see that a merchant is bored, and a merchant, in self defence, is forced to treat them as he would not do if the traveller had a little insight at all.

I thoroughly agree with Mr. Caldecott when he says that June is time enough for Fall buying and November and December for Spring. I am heartily in accord with you in your feeling—that early buying is against our business, and that a merchant is likely to load in some lines that he should not do.

***R. W. Robertson & Co., Brantford:***

The remedy remains entirely in the hands of the retail merchant. Speaking for ourselves, we do not look at samples before January 1 and July 1. We never find difficulty in getting what we want and at the right prices.

***William Macklin, Stratford:***

I have not had much satisfaction in early buying. I find it much better to buy as goods are wanted, sorting up all the time; by this method I can take advantage of anything new, and of cut prices later in the season. Most wholesale men cut the price of any goods of which they have an overstock, and their season ends about the time retail business commences.

There are a few cases when advantages are offered to buy early, but these are more than counterbalanced. Sometimes an order is given twice for the same kind of goods, the first one being overlooked, even with a copy of order in possession. This causes annoyance and overstocking. The only inducement for me now to buy early is a probable advance in price.

**MAGNIFICENT NEW OFFICES.**

The Canadian Rubber Co., Limited, Montreal, have moved into their new offices at the corner of Papineau avenue and Notre Dame street, and now boast of headquarters second to none in the metropolis. The new building is a massive structure, 150 x 80 ft., and is four storeys high, the first storey being stone and the others red brick. The ground floor is used for offices, sample, shipping and packing rooms. The offices are extraordinarily large, well lighted and conveniently arranged, there being, beside the general offices, private rooms and a board chamber. Expense has not been spared in making them attractive in every way. The three top storeys afford ample room to carry quite a large stock of the well-known products of this firm. The basement is devoted entirely to mechanical goods.

**WAX FIGURES IN WINDOWS.**

Wax figures for window display provide a means of showing goods that can be equalled by no other device. These goods, with papier mache figures, are used as much as possible by the leading merchants in every city, and this is one of the reasons why their window displays are so much better as advertisements than those of the smaller dealers, who do not employ this means of displaying their goods. The perusal of a catalogue issued by A. S. Richardson, who manufactures everything for showing goods, including portable racks, stands and forms of all kinds, besides store fixtures and wax figures, will be interesting to every merchant. A post card to 425 1/2 Yonge street, Toronto, will bring one.

# Wreyford & Co.

Romain Building,

**TORONTO**

## Wholesale Men's Furnishings.

SOLE SELLING AGENTS FOR

**DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,  
FLEECE SLIPPERS, and Other Specialties.**

Dr. Jaeger's is still the "Standard Underwear of the World."

It maintains its excellence.

Favorable terms quoted to the trade in  
towns unrepresented. : : : :

*The "Gradient" Cycle and Golf Hose.*

*The New Strap Legging—Stohwasser's License.*

Dominion Agents for English Manufacturers:

# Young & Rochester

**IN WHITE SHIRTS**

their "Kudos" and "Biz" are lines that every Furnisher should stock, they retain customers.

## NEW COLLARS

"His Majesty" and "Duke of York."

Place Orders Early.

## NOVELTY NECKWEAR

The "Badminton" is the latest.

Send for Samples

**Anderson's Zephyrs for 1902,  
ready this month.**

# Tress & Co.

**HIGH-CLASS**

## HATS and CAPS

Among English Hats the "TRESS" brand has an enviable reputation.

Their Silk Hats on cork bodies combine comfort with style.

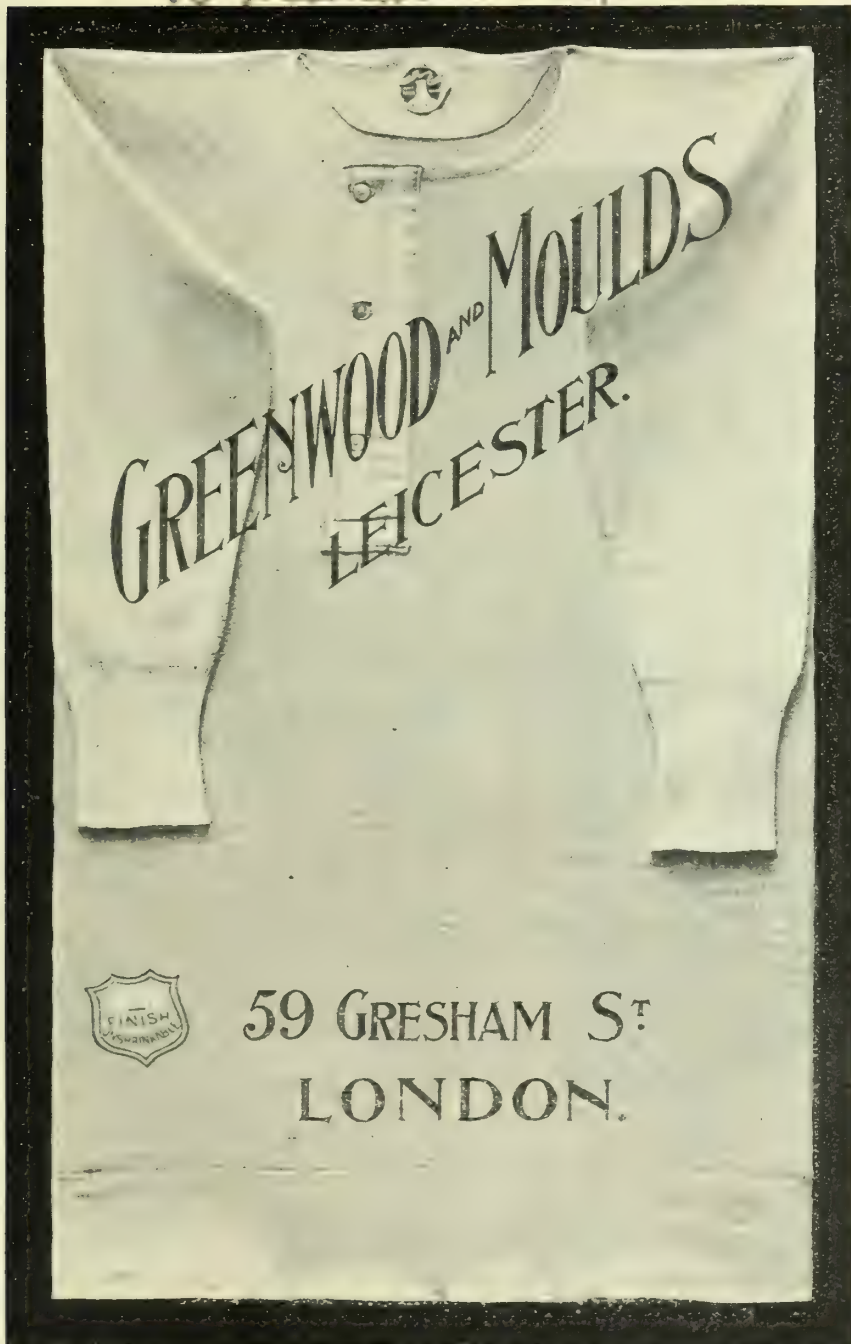
For popular prices, with style, you must have their "WYVERN," at 40s. unlined, 45s. lined.

Call at above address, or arrange for our travellers to call.

**Fall Samples now ready.**

# WYCLIFFE

*To Greenwood & Moulds 59 Gresham St  
London E.C. 4  
29/7/01*



## Pure Wool Underwear

For Ladies  
and  
Gentlemen

## WILL . . NOT SHRINK

### *Greenwood & Moulds*

*Hosiery Manufacturers*

**LEICESTER**

*and at 59 Gresham Street, LONDON.*

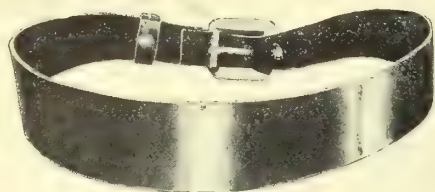
Representatives in Canada: \_\_\_\_\_

**Messrs. Prime & Rankin = = Toronto.**

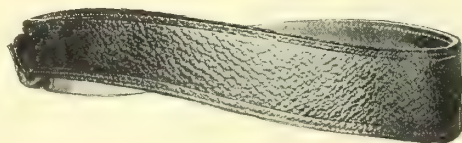




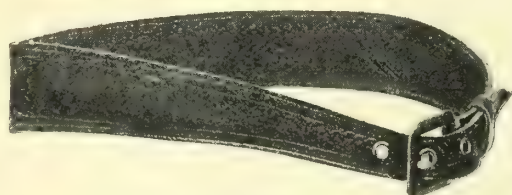
No. 0531.



No. 6531.



No. 2531.



No. 8531.

## THEY ARE JUST AS GOOD AS THEY LOOK.

Cuts represent four different views  
of the same design . . . . .

**THE Most Effective and Popular Dip Belt on the Market**, in black only, with gilt, nickel or black buckle.

|                                  |   |      |
|----------------------------------|---|------|
| 0531—Single Patent, to retail at | - | 25c. |
| 6531—Double Patent, to retail at | - | 40c. |
| 2531—Grain Leather, to retail at | - | 50c. |
| 8531—Real Seal, to retail at     | - | 75c. |

IMMEDIATE DELIVERY.

Send for Sample Dozens.

### F. C. DANIEL & CO.

3 Wellington Street West,

Wholesale Importers of Fancy Dry Goods.  
Manufacturers of Children's Headwear, etc.

**TORONTO.**

# The Slingsby Manufacturing Company,

BRANTFORD, ONTARIO. LIMITED



*A complete  
assortment  
of the  
following  
lines always  
in stock:*



*It will pay  
you to  
see our  
goods before  
placing  
your orders.*



## Bed Blankets      Horse Blankets

White, Grey and High Colors.  
Union, All-Wool and Specials.

Duck-lined, Cotton, Union and All-Wool.  
Lap Rugs, Linings, Collar Cloths, etc., etc.

**FLANNEL SHEETINGS, CAMP BLANKETINGS,  
KERSEYS, COSTUME AND MACKINAW CLOTHS,  
STOCKING YARNS, Etc., Etc.**

Mail Orders Receive Careful and Prompt Attention.

# *W. B. Hamilton Shoe Co.*

*Limited*

**TORONTO**



To W.B. Hamilton  
11/9/01  
3/55-

*Manufacturers  
and  
Jobbers*

## **BOOTS · SHOES · RUBBERS**



# CLOTHING AND WOOLLEN TRADE

## THE CLOTHING TRADE.

THE clothing trade is very brisk just now, and the sales for Fall have been much in advance of previous years. The development of the iron and coal industries in the Lower Provinces has made a big difference with the clothing manufacturers, who have received immense orders from these places, as well as from points in New Ontario. And in the Northwest, in spite of last year's bad crops, the demand has been very good, much greater than manufacturers had anticipated.

The newest overcoat for Fall, which is an improved Raglan, gives indications of becoming a favorite, though the Raglan will doubtless sell also. The short Regent is probably the best of all for Fall, this year as in the past, and the old Chesterfield coat will have its usual sale. Beavers and meltons are not in as good demand as they were.

Tweed suitings, custom tailors say, will run greatly on greys. Though there are likely to be a few minor changes in cut or style, the difference in Fall goods will not be great, and many lines will likely be unchanged.

## PRESIDENT OF THE CUTTERS' ASSOCIATION.

Mr. Henry A. Taylor is the first Canadian to become president of the Custom Cutters' Association of America, hav-



Mr. Henry Taylor, Toronto.

ing been elected in January of this year. He is one of the most successful merchant tailors in Canada, and his shop on King street, Toronto, is well known for the high class of work turned out. He learned the tailoring trade with his father, Col. R. F. Taylor, who opened in the next door to the present stand in 1869. Ten years later he went to Chicago and Mr. Henry Taylor branched out for himself in Toronto, where, by

close attention to business, superintending every detail of the work and catering for the very best trade, he has brought his shop up to its present leading position.

Mr. Taylor has held some important positions outside of his business, having been Master of Zetland Masonic Lodge and Preceptor of The Geoffrey de St. Aldemar Preceptory. He is president of the local Custom Cutters' Association as well as the International. He is a member of the Episcopal church and was warden of Grace Church, Toronto, for several years.

## ITEMS OF THE TRADE.

Horn & Muir have registered as tailors in St. Stephen, N.B.

Moses Genser has registered under the name of American Clothing Hall, Magog, Que.

Wener & Margelins have registered as manufacturers of clothing, Montreal.

T. E. Mahaffy, clothier, etc., Moyie, B.C., has gone out of business.

The New York Manufacturing Co., clothing manufacturers, London, Ont., have assigned.

The stock of Bellamere & Julien, clothiers and men's furnishers, Ottawa, was damaged by fire; partially insured.

The stock of the Semi Ready Clothing Company, Montreal, was partially damaged by fire and water; insured.

Mr. F. R. Smith, Hamilton, will close out his clothing business and connect his interests with one of the big wholesale firms of that city.

The merchant tailoring business of the late Andrew Pauley, St. John, N.B., has been purchased, and will be continued by Mr. John R. Pauley, his son.

The name of a prominent legal firm in New Westminster, B.C., was forged recently, and the cheque was cashed by the A. A. Richmond Co., a clothing firm. The amount was twelve dollars.

A good deal of damage to building and machinery was done by fire in the Aberdeen Woollen Mills at Lanark, Ont., on June 18th. Mr. W. C. Caldwell was the owner, and the loss was about \$3,000, covered by insurance.

The stock and plant of John Calder & Co., Hamilton, valued at \$159,000, was bought at auction by Coppley, Noyes & Randall, Toronto, for 58½ cents on the dollar. A new firm will be started with Mr. Calder at the head of it, and under the same style.

## ENGLISH STYLES FOR MEN.

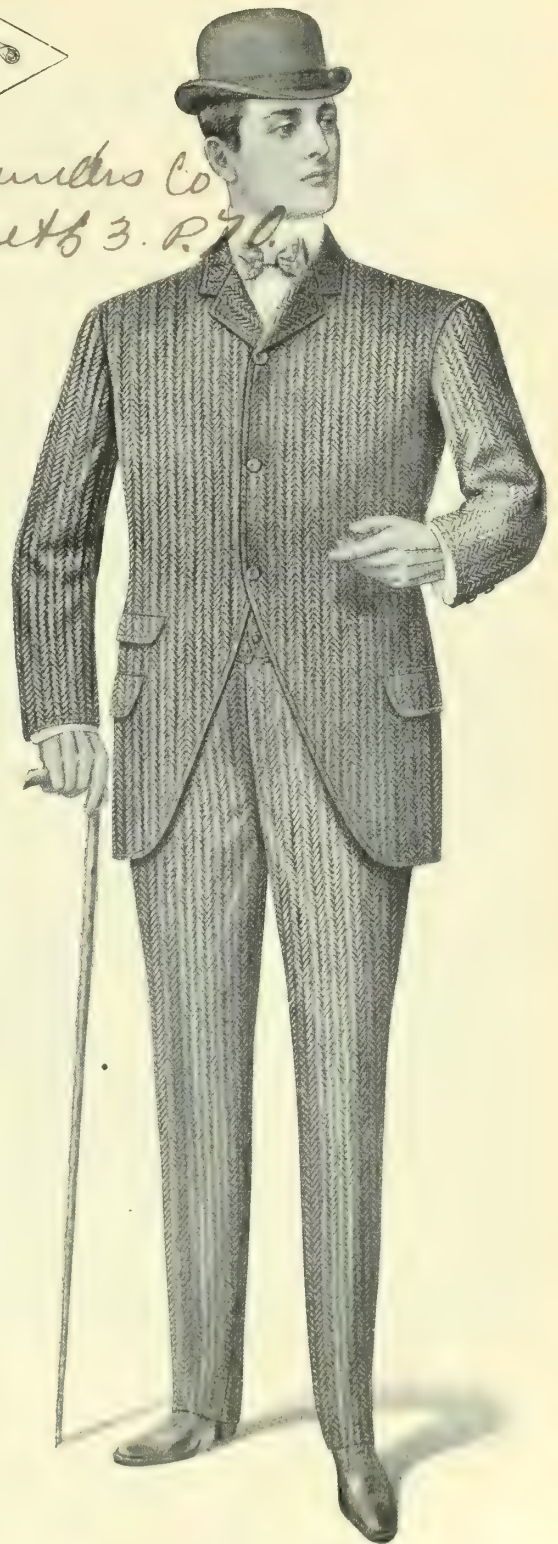
The present season's frock coat, says Minister's London Gazette, is a comfortable, easy-fitting, but distinctly-smart and stylish garment. Of all the coats worn none have yet displaced the frock as the correct garment for professional men. The length of waist is gradually getting shorter, though it may be but half an-inch. The length of skirt is, of course, regulated by the height of the figure; it should come just to the knee, fitting well on the hips, with just sufficient hollow on the waistseam to give a little drapery round the bottom. The roll is, if anything, a little longer, buttoning three, with one hole in the turn. The cuff has three holes and buttons; silk facings are as much worn as ever, indeed, it is an uncommon thing to see a well-made frock without them. The material is the ever-popular grey vicuna of a soft fine make. The trousers are of the same material, small



*all to Lowndes Co  
30/7/01 sent to 3. P. 76.*



Reproduced by permission



The Jno. J. Mitchell Co.

INTRODUCING TWO OF OUR FALL AND WINTER STYLES.

See Our Range of Samples and you will become a Customer.

THE

**LOWNDES COMPANY, Limited, Toronto, Canada.**



**CLOTHING AND WOOLLEN TRADE.—Continued.**

at the bottom—16½ to 17, and 17 to 18 at the knee. The exceptionally-fine weather has brought out the white vest, and in the parks and down Bond Street and Pall Mall on any afternoon during the past week or two, this garment has been conspicuous. They are mostly made double-breasted; this one has a roll-collar.

Although the extreme full-fronted morning coats have not yet become general, all the leading West End tailors are cutting the front of the waist so much to the front that the vest is only just seen when the coat is buttoned. It has three

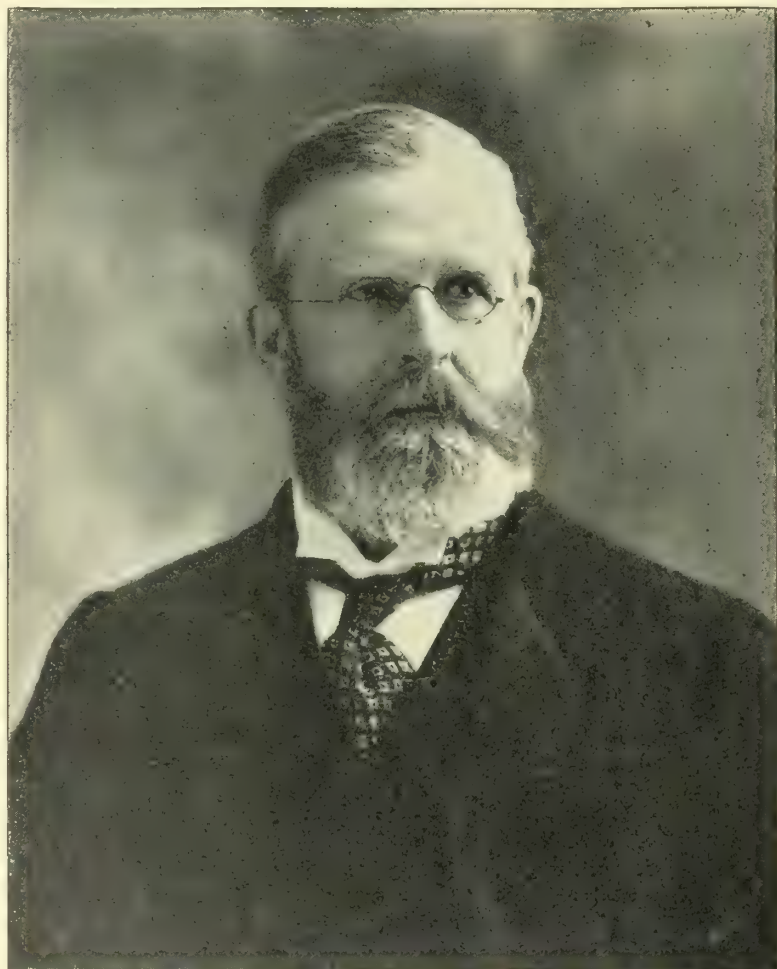
grey by a delicate suggestion of bluish-stone color, a color difficult to describe, as it has only the faintest tinge of blue merging into a greenish-drab.

**LADIES' TRADE IN WOOLLENS.**

In ladies' woollen goods for Fall, cheviot homespuns, and soft finished friezes predominate, in mantlings, kerseys and face cloths, in all colors, fawns and browns being particularly good. Homespuns are still easy sellers, and boxcloths are doing pretty well, but rougher effects are expected to be the favorites in the Fall. For men's early Fall overcoatings, vicunas and soft-finished goods will be the correct thing, and for Winter, chevots, serges, llama cloths and soft textures in black and greys, though there is likely to be a limited demand for browns and olive mixtures. For suitings rough goods will be good for Fall. "Belwarp" serges still lead the trade, notwithstanding the many imitations. The Toronto agents for these serges, John Macdonald & Co., are now carrying a line of trouserings, mohair twill linings, and Italian cloths, all belwarped. In trouserings, the city trade runs more on tweeds than anything else, but in country places worsteds have the lead, and will likely keep it for some time. Stripes in cloth suitings and trouserings are expected to be more in demand as the season advances.

**WILKINS' SAFETY WATCH POCKET.**

R. C. Wilkins, Montreal, has invented and applied for a patent on a new safety watch pocket that he devised quite recently, and which he is confident will further enhance the value of "Rooster" brand goods. It is a simple contrivance, but its reliability rivals its simplicity. Its object is to keep the watch from falling out of the pocket. The top of the pocket is closed; the watch slips in at the back seam, and is kept from returning on its course by the watch chain, which is admitted to the pocket through a small aperture at the front, and is fastened as usual to the button-hole. There is only one means of exit, and no matter what be the position of the wearer, the watch cannot fall out of that on account of the check put upon it by the chain. This is of particular advantage to Mr. Wilkins, for it will be invaluable on overalls and workingmen's clothes; on riding breeches and outing shirts—lines in which "Rooster" brand is especially well known.



HON. WILLIAM MULOCK, P. C.

Postmaster-General of Canada, and the Representative of the Dominion at the inauguration ceremonies of the Australian Commonwealth. Mr. Mulock will inquire, during his visit, into the possibilities of preferential trade between Canada and Australia, the working of the telegraph and railway systems under State control, and other questions of interest. The Postmaster-General is one of the busy "working members" of the Canadian Cabinet, has introduced reforms into his Department, and a man full of practical ideas on the conduct of public business.

buttons at equal distances apart from the waist seam. The skirt is still moderately long, although cut so much forward. The cuffs are made up with three holes and buttons. The sleeve is only moderately wide, and the very wide cuff has given place to quite a medium size. The material is one of those beautiful, soft worsteds with a fine line running vertically, but with sufficient indication in the design to suggest an invisible check. These goods are in great demand in greys and in a beautiful pearl color that differs from the ordinary

Tramp—"Thankee kindly fer de frock coat, mum, but I'll have to decline de straw hat." The parson's wife—"Why, what's wrong with the hat?" Tramp—"It ain't that, mum. But any gent as valued his reppytation fer a polite understandin' of de etiket of wat to wear an' when to wear it wouldn't never allow hisself to be seen in any such a combination."



# MEN'S FINE TAILORED GARMENTS.

Our Object is to meet the growing demand for finer made and better fitting clothing. Not to sell to the consumer but to supply the trade who wish to be up-to-date and meet the opposition of manufacturers catering for the consumer's custom.

WE MANUFACTURE ALL OUR OWN  
CLOTHING ON OUR OWN PREMISES.

SEE OUR SAMPLES.

The  
**Lowndes Company, Limited,**

Offices :  
61 Bay Street.

**TORONTO, CANADA.**

Factories and Showrooms :  
36 Front Street W.



'Phone 115.

P. O. Box 254.

Cable Address: "Wilson," Ottawa.

Our stock for **FALL** is now well assorted in the following lines :

**Wool and Cashmere Hose**  
**Ladies' Vests**  
**Men's Shirts and Drawers**  
 " **Gloves, Mitts, Socks**  
 " **Tweed Pants**  
 " **" Suits**  
 " **Braces, Overalls**  
 " **Waterproofs**  
**Ladies' Waterproofs,**  
**Grey Blankets,**  
**White Blankets, Tweeds**  
**Serges, Friezes, Trimmings**  
**Silk and Velvet Ribbons**  
**and Smallwares.**

We have a few special lines in **Socks, Tweed Pants, Waterproof Jackets and Coats** All orders will have our personal and prompt attention.

**WILSON BROS. & CO.**

Wholesale Dry Goods  
 Smallwares  
 Lumbermen's Supplies.

75 QUEEN STREET,  
**OTTAWA, CANADA.**

## Gentlemen of the Trade :

We manufacture and sell Overalls,  
Kersey and Tweed  
Top Shirts, Kersey  
Drawers, Etoffe,  
Tweed and Worsted  
Pants, Etoffe and  
Heavy Tweed Pea  
Coats, Heavy Grey  
Twill Tweed Suits.

We also cut, trim and make up merchants' own tweeds.

Can we supply your wants?

Yours truly,

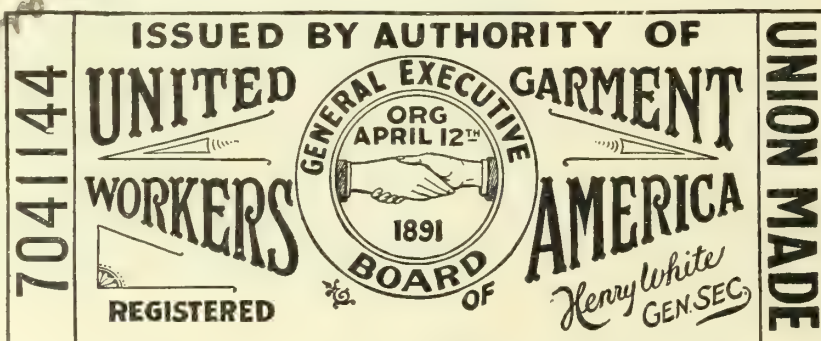


**The R. J. Smith Co. of Ottawa**  
 Limited

P.S. —We are sole manufacturers of Smith's  
Adjustable Overalls.

# STRATFORD CLOTHING COMPANY,

TRADE MARK Manufacturers of Perfection Clothing.



No  
 Unclean  
 Inferior  
 Work.

Your Business will catch the Dollars, if Your: Clothing: is down to date. . . . .

High-Class Clothing — the Latest in Pattern, Style and Effect. . . .

THERE is Style and Character, as well as Superiority of Quality about our make of Clothing, which gives it a striking individuality.  
 The skilled workmanship put upon our make of Clothing, manifests itself at all points. You have something exclusive and a profit-maker in our Clothing.  
 The Range of Men's Clothing we are showing for Fall is wide—Values the Best.  
 Your close inspection of the Samples is asked, when our Representative calls upon you.  
 Union-made Clothing has the White Cloth Label stitched in the pocket of every Garment.

### PERFECTION LABEL SEWN ON SLEEVE.

Merchants having their own cloths can have them made and trimmed by us, either from stock or special measure. Special measurement forms and prices furnished upon application.

Soliciting your Trade, we are, Yours respectfully,

**Stratford Clothing Company.**

# THE PENMAN MANUFACTURING CO., Limited.

HEAD OFFICE AT

PARIS, Ontario, Canada.

Mills at . . .

Paris, Ont., Thorold, Ont.,

Port Dover, Ont., Coaticook, Que.

MANUFACTURERS OF ALL KINDS OF

## Knit Underwear, Ladies' Seamless Hose, and Men's Seamless Half-Hose.

THIS IS OUR MILL NO. 1 where the Full-Fashioned, Seamless Ladies' and Children's Cashmere Hose is manufactured. Full-fashioned Leg and Foot without a seam



### Our Leading Line

### Fine Cashmere Hose

Full-Fashioned. Triple Toe. Triple Sole. Triple Heel. Re-inforced Ankle. Knit from Toe to Top—**absolutely without a seam**. Made the exact shape to fit the form. No Wrinkles. No Tight or Loose Spots. Perfect Knitting. Perfect Fitting. Made in all sizes for Ladies, Misses and Children. Made from purest Cashmere Yarn. Ask your wholesaler for samples and prices.

HERE IS A GOOD THING!

### Men's Pure Wool Unshrinkable Half-Hose.

Ask Your Wholesaler for Samples and Prices. We Guarantee Them.

Each of our mills devoted to PARTICULAR LINES to which is given the UNDIVIDED ATTENTION of our experts.

Result - - - PERFECT GOODS.

Watch Next Issue of This Paper for Details of Our Mill No. 2.

Our Representatives are:

MESSRS. D. MORRICE SONS &amp; CO.,

MONTREAL, QUE., and  
TORONTO, ONT., CANADA



# FLAGS !

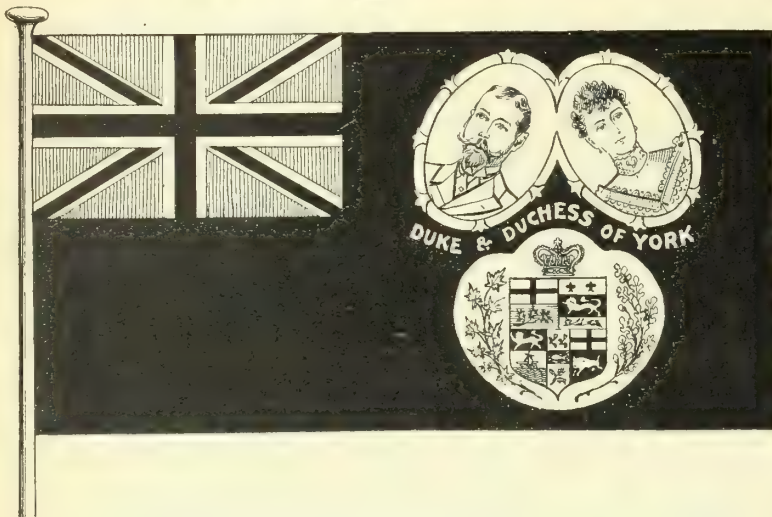
# THE ROY

The Largest Range

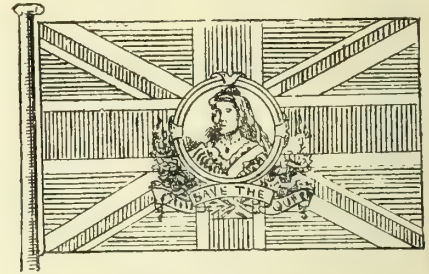
SELLING BY THE MILLION

*This cut with 4 other flags  
to A. W. Loucas. Month 3/7/61*

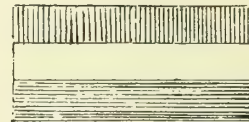
ILLUSTRATED



C. P. 70—35x22 Special Canadian Duke and Duchess of York Flag.  
Hemmed.  
C. P. 71—30x19 Size. Same design,

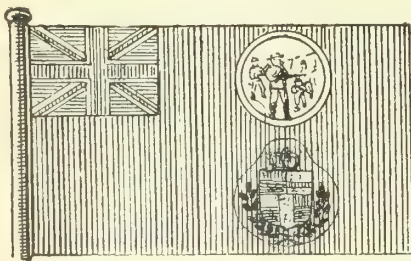
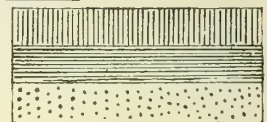


SPECIAL QUEEN JACK.  
No. J. P. 51, 27 by 23 in.

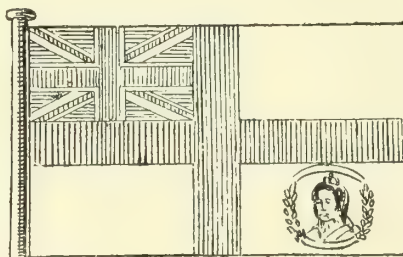


Red, White and Blue  
Stripe.  
29 and 33 in., at per yard.

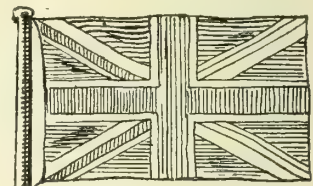
Red, Blue and Yellow  
Stripe.  
29 and 33 in., at per yard.



SPECIAL CANADIAN FLAG.  
No. C.P. 52, 35 by 22 in.



SPECIAL PICTURE ENSIGN FLAG.  
No. W. E. 53, 35 by 24 in.



UNION JACK.

No. U. J. 1, 13 by 9 in.; 2, 15 by 10 1/2 in.;  
3, 17 by 15 in.; 4-4 1/2, 25/27 by 22 in.; 5, 30  
by 17 in.; 6, 27 by 25 in.; 7, 30 by 24 in.;  
8, 32 by 24 in.; 9, 35 by 24 in.; 10, 35 by  
31 in.; 11, 40 by 35 in.; \*12, 44 by 34 in.;  
13, 50 by 34 in.; 14, 40 by 60 in.; \*15, 68  
by 44 in.; \*16, 50 by 72 in.

In Large Sizes, those Numbers marked \* we recommend for quickest delivery.  
Also Plain and Twilled Turkey Red, at various prices.

WHOLESALE

Toronto Agents: R. FLAWS & SON  
Montreal Agent: J. A. McCARVILL

BROWN, GRAHAM & CO

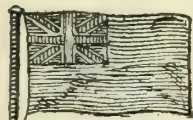


# AL VISIT FLAGS !

to Select From.

T BOTTOM MARKET PRICES.

## FLAG LIST :



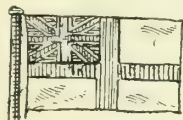
**RED ENSIGN.**

No. R.E. 27, 13 by 9 in.; 28, 15 by 12 in.; 29, 17 by 15 in.; 30, 27 by 22 in.; 31, 30 by 24 in.; 32, 30 by 24 in.; 33, 30 by 24 in.; 34, 72 by 36 in.; 35, 40 by 60 in.; 36, 48 by 72 in.



**BLUE ENSIGN.**

No. B.E. 40, 30 by 17 in.; 41, 30 by 24 in.; 42, 35 by 24 in.; 43, 44 by 84 in.



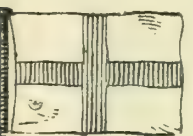
**WHITE ENSIGN.**

No. W.F. 43, 15 by 12 in.; 44, 30 by 17 in.; 45, 30 by 24 in.; 46, 35 by 21 in.; 47, 54 by 84 in.



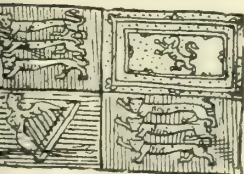
**ROYAL ARMS.**

No. R.A. 20, 25 by 22 in.; 21, 30 by 26 in.



**ST. GEORGE'S CROSS.**

No. S.X. 25, 30 by 17 in.; 26, 35 by 24 in.



**ROYAL STANDARD.**

No. 1, 15 by 10 in.; 2, 17 by 15 in.; 3, 17 by 22 in.; 4, 30 by 17 in.; 5, 32 by 24 in.; 6, 30 by 26 in.; 7, 35 by 24 in.; 8, 30 by 26 in.; 9, 40 by 54 in.; 10, 47 by 48 x 72 in.



**IRISH STANDARD.**

No. I. 20, 27 by 20 in.; 21, 30 by 24 in.; 22, 35 by 24 in.; 23, 36 by 72 in.

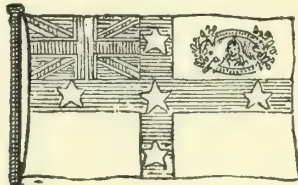


**CANADIAN.**

No. C. 50, 13 by 9 in.; 51, 30 by 19 in.; 52, 34 by 22 in.; 53, 35 by 24 in.

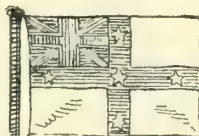


**WAR SPECIALS, Hemmed Handkerchiefs, 2 Designs, 2 Colours, W. 311.**



**AUSTRALIAN FEDERATION.**

Special. No. A.F.S., 35 by 24 in.



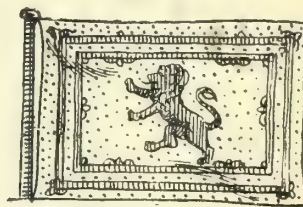
**AUSTRALIAN FEDERATION.**

No. A.F. 26, 13 by 9 in.; 27, 30 by 19 in.; 27 1/2, 35 by 24 in.



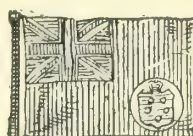
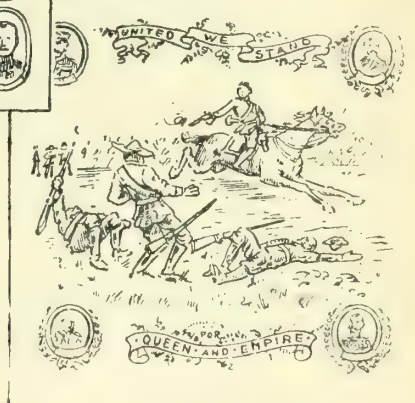
**CAPE OF GOOD HOPE.**

No. 61, 30 by 20 in.



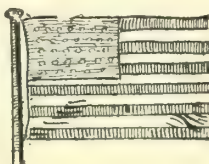
**SCOTTISH STANDARD.**

No. S.S. 38, 27 by 20 in.; 39, 30 by 24 in.; 40, 35 by 24 in.; 41, 50 by 34 in.



**VICTORIA.**

No. V. 60, 30 by 20 in.



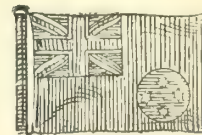
**AMERICAN.**

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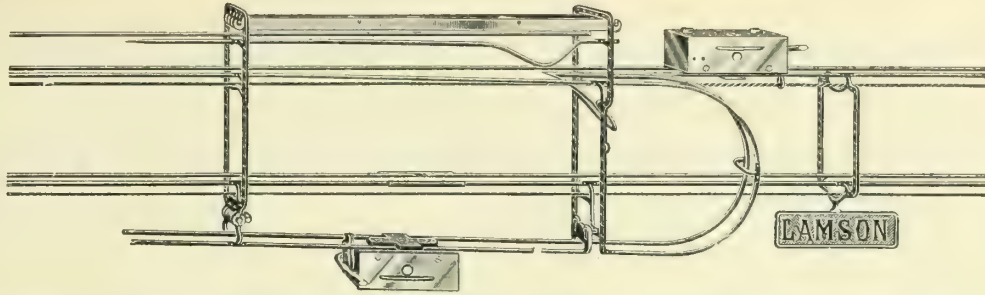
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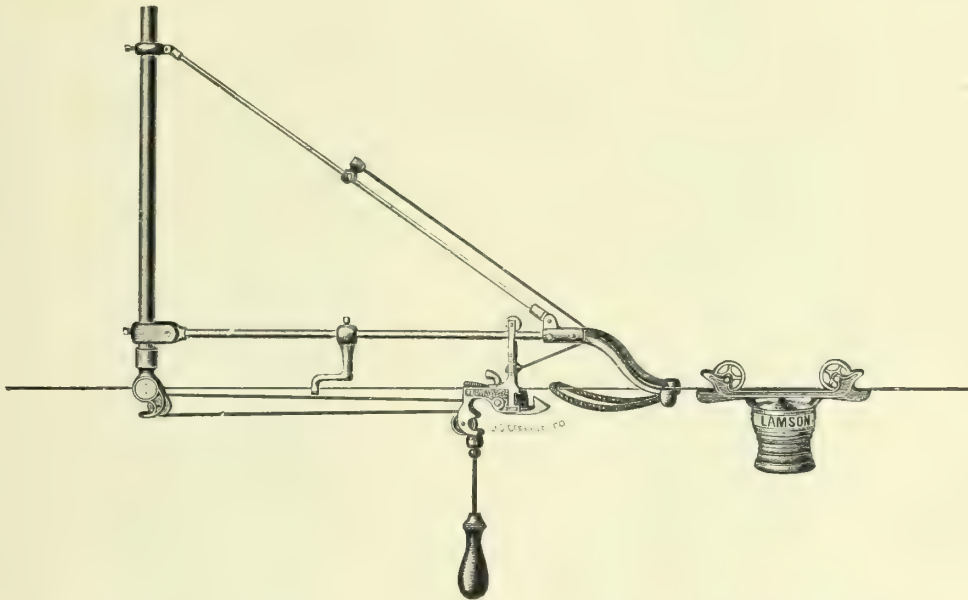


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JOSEPH W. WEY,  
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**Lamson Rapid Spring Cash Carrier.**

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**Lamson Consolidated  
Store Service Company**



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### CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

### MONTREAL AND TORONTO, JULY, 1901

### OUR AUTUMN TRADE NUMBER.

THE present issue of THE CANADIAN DRY GOODS REVIEW aims to contain something of practical value for the ten thousand members of the various branches of the dry goods trade to whom it goes.

Many of its articles are written by specialists for specialists. They embody the latest ideas and information obtainable.

The time has gone by when any but a first-class trade journal can satisfy the Canadian merchant, and notwithstanding the increased cost of producing high-class publications in Canada—owing to the higher prices paid for materials and labor—it is necessary to keep on improving.

So with regard to readers. All progressive merchants take a trade journal either for themselves or for their clerks. This was not the case 10 years ago. Now they want a good paper and will take it. They find the money well spent.

THE DRY GOODS REVIEW acknowledges with pleasure the encouragement it has received from the Canadian trade. It is especially grateful to its many correspondents, who have sent valuable suggestions and hints, and who keep it posted on the latest news of the trade.

In the present issue will be found a number of special articles, some of which are as follows:

|                                                                                                       | Page |
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| Paris Shops and Shopping (illustrated).....                                                           | 17   |
| Cost of a London Swell's Wardrobe (illustrated).....                                                  | 19   |
| How Retailers Can Push for Business.....                                                              | 40   |
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| New York Letter on Styles.....                                                                        | 96   |
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In addition to these, our readers will find two good letters from English correspondents on the tendency in fashion and styles.

The department for window dressers, by a successful Canadian window artist appears as usual, as does also the advice on advertising, by a Canadian expert resident in New York.

The men's furnishing trade will find the department exceptionally practical and helpful, and this feature of the paper will be developed and improved in forthcoming issues.

The paper is a Canadian production for Canadian merchants, and it appeals to its wide constituency in the hope that there is room for a journal on these lines.

### EARLY CLOSING

A CORRESPONDENT in Sussex, N.B., asks our opinion of early closing. We favor it, if for no other reason than that it lightens the labors of the clerks. Our experience is that consideration shown to the assistants in the store returns ten-fold in increased activity and good-will on their part.

Of course, to carry out early closing much depends on the town. In some places a strong opposition is put up by some merchants. The larger the places the easier, as a rule, it is to bring about such a by-law. In small towns or villages, some merchants will keep open until late at night in the hope of making a few dollars. They should consider whether enough business is being done to pay for the lighting and other expenses in connection with keeping open.

The difficulty in many small places is that the stores are, as a rule, general stores and do not carry one line alone, the result being that if a confectionery store, for instance, refused to close early, on account of the trade in fruits, ice cream, etc., to be done in the evening, the grocers who also carry a stock of confectionery will not close either from fear of losing their trade in this line to the other man. The dry goods merchant in small places frequently deals also in butter, eggs, and such goods, in competition with the grocer, and he will not close early and let the other sell these to his own customers. And so it goes on, each carrying a line in common with another and refusing to lose any of the trade in it.

We have had one or two letters from merchants who have been closing early for some time. Mr. Wims, of Wims & Co., Campbellford, Ont., writes:

We have an early-closing by-law here. All stores close at 6 p.m. on Monday, Wednesday and Friday; at 8 p.m. on Tuesday and Thursday; at 10 p.m. on Saturday. For our part we would be willing to close every night at 6 p.m., Saturday excepted. We find that early closing is an incentive to shoppers to do business quicker. It also prevents loafing in the store, gives the merchant and his staff a chance to breathe the pure air, which, no doubt, makes us more vigorous and cheerful. Though considerable time has elapsed since the by-law was passed, we are able in saying there is not a merchant in Campbellford who would care to return to the old-time method of go-as-you-please closing.

In the same strain Frawley & Devlin, of Barrie, Ont., write:

For 15 years or more the merchants of our town have closed their stores promptly at 6 o'clock, on Saturday nights at 10 or 11 o'clock. Drug stores are the only general exception. Since the first year of this arrangement there has been no difficulty experienced in the working of the system, nor would we go back to the old "long-hour" plan. In fact, there is no reason for it as all business can be done from 8 a.m. to 6 p.m. These closing hours are observed by all dry goods, clothing and hardware stores, and by the grocery and shoe stores with very few exceptions.



## BRITISH GOODS GAIN GROUND.

IN the textile and drapery trades—to use British terms instead of our own generic term of dry goods—the Canadian preferential tariff is clearly working effectively. Whatever may be thought of the iron and steel schedules of the tariff, the British exporter of dry goods has no cause of complaint.

The fact that the expansion is steady rather than sudden is all the better for the permanence of the arrangement. No market could stand a great inflow of goods from any quarter disturbing to local conditions. The owners of the goods thus sold would repent when the time for payment arrived. Excepting in the woollen industry—where the change in the tariff was made too sudden and the drop too pronounced—and where also the coming in of German fabrics under the guise of British was not properly provided against—with this exception, we repeat, the Canadian market is absorbing its £1,000,000 more of British dry goods in a fairly satisfactory manner—that is without undue local disturbance.

An examination of the returns shows that the increase in imports from the United Kingdom since the institution of the tariff of 1897 extends over almost every line. In woollen goods the increase is important. Millinery is being bought in far larger quantities and the same applies to all classes of silks. In cotton fabrics the increase is nearly as remarkable as in woollens.

A glance at the returns will illustrate what we mean. The preferential tariff went into effect in April, 1897. Owing to the fact that the initial preference was small—12½ per cent.—and that the close of the fiscal year, which ends with us in June, was only two months distant we may fairly consider that the figures for 1897 show practically no results of the preference for British goods. That year, therefore, makes a good basis for comparison with the results of last year, 1900. Making this comparison we find—by reference to the report of the Department of Trade and Commerce—that the principal lines in textiles, etc., have increased during the three years as follows :

## CANADIAN IMPORTS FROM BRITAIN.

|                                          | 1897.        | 1900.        |
|------------------------------------------|--------------|--------------|
| Cottons, piece goods and manufactures of | \$ 2,684,162 | ~ 4,566,530  |
| Fancy goods.....                         | 869,413      | 930,009      |
| Flax, hemp and jute goods.....           | 1,155,274    | 1,687,029    |
| Fur manufactures.....                    | 176,565      | 267,665      |
| Silk manufactures.....                   | 1,395,545    | 2,259,035    |
| Woollen goods.....                       | 5,553,094    | 7,943,274    |
| Total.....                               | \$11,834,353 | \$17,653,537 |

The above covers a substantial portion of the dry goods trade—not all, because certain minor lines appear by themselves in the list. But the foregoing figures show an increase of \$2,000,000 in cotton goods ; of \$2,500,000 in woollens ; of nearly \$1,000,000 in silks, and so on. We have no doubt that the figures for 1901, which should be ready in a short time—as our fiscal year closed June 30—will show a similar expansion.

Descending to details, a scrutiny of the returns reveals the

fact that the increase is general and not in a few staple lines.

The following illustrates this :

|                                        | 1897.       | 1900.       |
|----------------------------------------|-------------|-------------|
| Woollen cloths .....                   | \$1,120,135 | \$1,226,561 |
| Coatings .....                         | 425,585     | 569,581     |
| Tweeds .....                           | 399,213     | 817,297     |
| Woollen yarns.....                     | 93,043      | 277,685     |
| Silks, piece goods .....               | 515,410     | 1,333,468   |
| Hats, caps and bonnets, all kinds..... | 692,613     | 882,277     |
| Laces, lace collars, etc.....          | 442,627     | 505,257     |
| Cotton fabrics, printed or dyed.....   | 1,520,745   | 2,635,553   |
| Carpets, all kinds .....               | 696,316     | 1,024,566   |
| Cottons, white and grey .....          | 140,939     | 436,547     |
| Handkerchiefs, all kinds .....         | 244,205     | 300,274     |
| Hosiery, all kinds.....                | 403,016     | 618,552     |
| Clothing, cotton and woollen .....     | 484,425     | 572,435     |

Other items might be quoted to illustrate the tendency. But the above will suffice. In certain lines the British manufacturer has been losing ground during the past ten years and is only now beginning to resume his old supremacy. Take corsets, for example. The trade has been drifting away to United States and Belgian makers, but there is no reason to doubt that by cultivating Canada the British maker can regain the control of the import trade.

No doubt the British exporter deems a market of 6,000,000 people a small one. But these are days when strong competition exists, and any market where tariff conditions favor British goods to the extent of one-third of the duty should be cultivated and developed.

## THE CASH SYSTEM.

IN another part of this issue (page 86), some interesting correspondence will be found relating to the cash system.

Circumstances often determine a merchant's course in this matter. We do not presume to be a better judge of a man's own business than the man himself, and it is valuable to have the evidence of various merchants in various localities on a point of this kind. In theory, everyone prefers the cash system, and a merchant who has capital enough to buy his goods for cash and at the same time give credit to a limited number of privileged customers who are good pay, but who do not care to carry the money about with them in making purchases, is to be envied.

In the main, however, the general rule should be to get to a cash basis, because the larger department stores have built themselves up by that and they have proved that ready money is a powerful factor not only with which to buy cheaply, but also to clear out slow lines.

Where a merchant's customers are educated up to the point of paying cash, the idea of "special clearing sales" (which is also dealt with by a highly competent writer in this issue) can be carried out all the more easily.

After we had printed the correspondence on page 86, a letter came to hand from Mr. Stewart, of Exeter, Ont., whose experience is well worth reflection. He writes : "The cash system we find entirely satisfactory. In January, 1895, we advertised by circular and in our local papers that after April 1 following we would grant no more credit, and stating our reasons for so doing, showing how it would be to our customers' advantage as well as our own. We also adopted the one-price system at the same time. It certainly appears hard to

refuse a man credit when you know he is worth thousands, but it pays in the end. We speak from experience. The past five years were the most successful we ever had, also the most pleasant in our relations with our customers. We have found cash and one price the best system we know of. We also tried the premiums, but were glad to give them up. We gave them a thorough trial for three years. Considering all things in connection with the premium idea, we find we are much better without it. The best class of customers always view with suspicion the something-for-nothing idea. We find the one-price system very satisfactory. No matter how often or what amount our patrons buy from us, they get no reductions or discounts. Some will say it can't be done. We have six general stores in our town all doing credit or 5 per cent. discount for cash, yet we give neither credit nor discount, and find it a success."

This, it will be admitted, is valuable evidence, and, although, as we have said before, there are cases where the introduction of cash might imperil trade, it continues to be the best and safest basis of retail trade.

#### TAXING COMMERCIAL TRAVELLERS.

THE arrest in Charlottetown lately of a well-known traveller owing to a dispute about the license which he held to sell goods in the Island, directs attention to the fact that this law is still in operation.

We feel sure that this legislation is not characteristic of the business spirit of that Province, where the merchants whom we have come in contact with are fair and reasonable. The law, as it stands, however, is exceedingly oppressive. Its avowed object apparently is to raise revenue, but surely the required taxes could be got by some less objectionable means?

It is just a question whether the law is constitutional, because to the Dominion Parliament alone belongs the subject of trade, and no Province under the British North America Act of 1867 has power to limit trade with any other Province. It is time for the authorities at Ottawa to consider this question in its legal aspect with a view to deciding whether the Provincial authorities have the right to maintain it.

A valued correspondent of THE DRY GOODS REVIEW on the Island writes to us as follows on this question :

"The Act was introduced a few years ago by the Hon. Fred. Peters who was at that time leader of the Liberal Government of this Province. The principal reason for the tax is to help the revenue of the Island. Eight thousand one hundred and forty dollars was collected from the travellers last year, no less than 353 paid \$20 each, and six paid \$200 each, the six represented firms in the liquor business. I am not in favor of the tax, not because it makes any difference to our business for buying. I believe that indirectly it is hurtful to the Island, and that no commercial barrier should be allowed in any Province against firms doing business in Canada. There are a few business men here who favor the tax because they do a jobbing trade throughout the Island."

#### HOW TARIFFS ARE MADE.

TO the Canadian woollen manufacturers we would say : Keep up your agitation for a rearrangement of the duties ; enlist the sympathy of all directly or indirectly concerned in the industry, and, since your case is a good one, you will get what you want.

There is no reason on earth why the agitation should consist of private deputations to Ottawa. No matter how able a politician is he often fails to see into the centre of a commercial question. While you are talking of materials, cost, and machinery, he is thinking all the time of the political aspects of the matter. An appeal to the public, therefore, is the right thing. Make it primarily a business issue, leave politics alone, and a body of opinion is created in the country which Ministers cannot easily resist. In the last resort, the politician is made of rubber. Be the pressure strong enough, he will bend.

The man who will write a book on the inner history of tariff-making will find more readers than the latest new novel. Deputations with a "pull" have been influential, and to this method many objections may rightly be taken. The deputations may be honest and composed of good men. But sometimes selfish interests predominate, and from the granting of their demands all kinds of difficulties and trade mischiefs flow.

Not long ago we heard from an influential manufacturer an account of how the tariff of 1878—the National Policy—was framed. The manufacturers were organized. They gathered in force at Ottawa, where the Finance Minister (the late Sir Leonard Tilley) wanted their opinions. They met in sections—textile manufacturers, iron and steel makers, leather men, etc. Their president told each section to meet alone and frame, as business men, such a tariff on a protectionist basis as would work easily. In the main, the schedules so framed were adopted by the Government.

It is related that, in iron and steel, the manufacturers—acting on wise advice—recommended a duty on pig iron, their own raw material, so as to build up an iron industry here as the United States had built up theirs. For some reason, this disinterested suggestion was struck out, and years elapsed before it was changed.

We see no reason why manufacturers should do all the tariff-making in private, because the importer, the merchant and the consumer are equally entitled to be heard. The variety of interests to be consulted may make the work hard, but it can be done.

It is easier to have no tariff, or only a few duties, as England has. But, situated alongside the United States, with a tariff almost prohibitive, how can Canada lower her duties? Besides, we cannot, in a sparsely-settled, immense territory, collect a revenue by direct taxation. It is not practicable to replace the \$29,000,000 raised from Customs duties in 1900 by some other system. Englishmen think our tariff still high. They should consider the conditions.

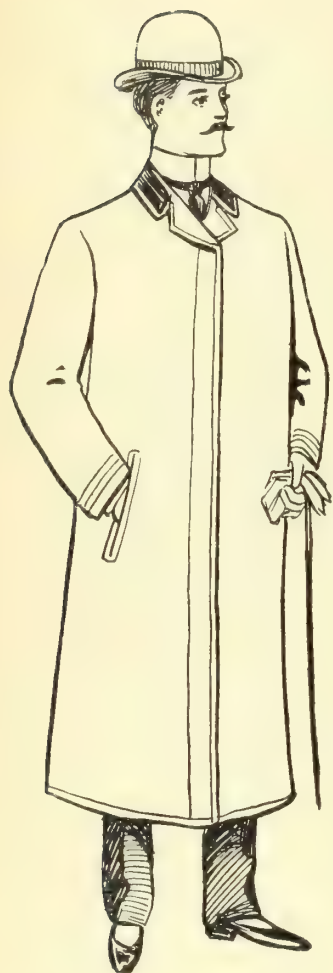


# FALL TRADE

## The Waterproof

H. WENER,

The largest and oldest  
and Rainproof Clothing  
in the Dominion.



## 1873 Notre Dame

---

We are the trade (**Weners**  
**winners**)  
and Large

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Our travellers are now on the road with a full range  
inspect their samples

OUR PRICES BEAT ALL OTHERS IN THE TRADE, AND OUR

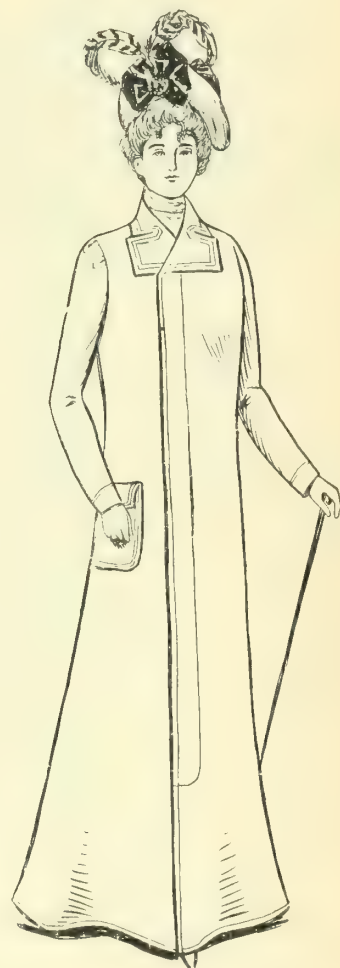
# FALL TRADE

## Montreal Clothing Co.

PROPRIETOR.

Manufacturers of Waterproof  
for Ladies and Gentlemen  
ESTABLISHED 1889.

### Street, Montreal



for Style, Quality, Finish  
Assortment.

of Samples for the Fall Trade. It will pay you to  
before placing your order.

REPUTATION IS WELL-KNOWN THROUGHOUT CANADA.



**A WELL-KNOWN BRITISH COLUMBIAN FIRM.**

The oldest business firm in Chilliwack, B.C., is that of G. R. Ashwell & Sons, which was established in 1871. In 1887 the eldest son, J. H. Ashwell, became manager, a position which he still holds. In 1897 their building was burned, and the



present store is a credit to the town. It is a two-storey building with 66 feet frontage, well lighted, and with galvanized iron body.

A stock of about \$20,000 is carried, and the business done with the mining camps in

the vicinity is enormous. They make specialties of miners' supplies and field and garden seeds.

Heavyweight scales are conveniently situated for public and private weighing. The upper flat of the building is all used, and is stocked with men's furnishings, boots and shoes, crockery, carpets, oilcloth, wall paper and toys. The business is growing rapidly, and is likely to be soon one of the great department stores of the Province.

**MR. PARKS' AGENCY FIRM.**

Messrs. John H. Parks & Co., St. John, N.B., are soliciting agencies for the Lower Provinces from the leading textile manufacturers. Mr. John H. Parks, the head of the Parks Cotton Company, is one of the best known business men in the Dominion and should make a desirable agent for any good manufacturer.

Debenham, Caldecott & Co., are removing from Yonge St. to 77 York St. (Toronto).

**ORDERS FOR SPECIAL GOODS.**

No wholesaler, however large and assorted his stock may be, keeps everything in his warehouse that appertains to his particular line of business. There are specialties which he must get as they are wanted, sometimes being compelled to get them manufactured. To procure these special goods sometimes requires a good deal of time, and occasionally the customer has refused, upon some ground or other, to accept them. This frequently means that the goods are left on the whole saler's hands or that they have to be sold at a loss before a customer can be found. Wood, Vallance & Co., the wholesale hardware merchants, Hamilton and Toronto, have been casting about for a remedy, with the result that they have devised a form of agreement which they ask customers to sign when ordering special goods which are not carried in regular stock. This agreement is herewith given. The original form is printed on paper letterhead size:

**WOOD, VALLANCE & CO.,**  
Wholesale Hardware Merchants.

**HAMILTON, ONT.,**  
Canada.

M.....

.....190...

We will be pleased to procure for you, as quickly as possible, the special goods which you require. These goods are not regular stock lines with us, and we cannot accept the order unless you will guarantee to accept the goods upon arrival, nor can we be held responsible for delay through causes beyond our control, but we will do all that we can to give you every satisfaction. If you desire us to order the following lines kindly sign and return the attached special order to us.

Yours truly,  
**WOOD, VALLANCE & CO.**

**WOOD, VALLANCE & CO.,**

**Hamilton, Ont.**

.....190..

Dear Sir:

Kindly procure for us, as quickly as possible, the following goods, which we agree to accept upon arrival:

Shipping instructions.

Yours truly,

QUANTITY.

Beech Hill Mills Halifax

**58 & 59, ALDERMANBURY,**  
**LONDON, E.C.**

Messrs. **Walsh & Brierley, LIMITED.**

**MANUFACTURERS**

**BRACES**  
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Directors

**Geo. CALLOW,**  
Sole Manager

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Manufacturers  
... of

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## Ribbed Knit Underwear for Ladies and Children

Our Goods Unsur-  
passed For—*Quality**Fit**Finish**Style**Elasticity**Comfort*Some of Our  
Lines—*Derby-Ribbed  
Underwear**Plush-Ribbed  
Underwear**Swiss-Ribbed  
Underwear**Pure Wool  
Unshrinkable  
Underwear**Corset Covers**Equestrians**Combinations*

We manufacture all the regular lines of RIBBED KNIT UNDERWEAR for LADIES and CHILDREN, and in addition a number of specialties.

### *Our Latest Leading Specialties:*

**RIBBED PLUSH UNDERWEAR.** Entirely new method of manufacture. Must not be confounded with the ordinary flat fleece goods. MACHINES and FABRIC patented 1901 and controlled and operated in **Canada** by **Us Alone**. THESE garments possess the great merit of a close, thick plush, while retaining a thorough ELASTICITY. **WRITE FOR SAMPLES.**

**THE "ALLEN" NURSING VEST and UNION SUIT.** Controlled and made in **Canada** by **Us Alone**. These garments show advantages peculiar to themselves possessed by no other similar lines. **WRITE FOR SAMPLES.**

**UNSHRINKABLE PURE WOOL UNDERWEAR.** This is an accomplished fact. We are placing lines on the market with our guarantee against **SHRINKAGE**. RUB, SCRUB and SOAP them as you will they cannot be shrunk. They have all the **Softness** and **Lustre** of the regular pure wool garments, but you **CANNOT SHRINK THEM**. **WRITE FOR SAMPLES.**

Perfect Goods.  
Quick Delivery.

Reasonable Prices.  
Write for Samples.



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\*\*\* This department is conducted and prepared by Mr. Joseph Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

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Jackson, Fort  
William, Ont.

This firm forward a copy of an advertising pamphlet issued by them, entitled "Our Own Horn." They say that 500 of these papers are distributed monthly at a cost of \$15. The cost is certainly small, considering the size of publication and circulation, yet we think the outlay could be made more effective. So far as reading matter was concerned, everything was all right. The selections were made with judgment.

But, from an advertising viewpoint, the same praise could not be awarded. In brief, there was too much funny business and not enough real business. There was a dearth of live store news. In fact, almost all the advertised goods were special brands, like Stetson's hats, Slater's shoes, "Queen Quality" shoes and "Barker" brand collars. It seems to the critic that, important as these specialties might be, they were given too much prominence, when to advertise them meant the exclusion of all mention of the store's main stocks, such as silks, dress goods and other textiles. There was, in other words, a want of perspective.

\* \* \*

O. B. Robertson,  
St. John, N.B.

The ad. submitted by Mr. Robertson is a very creditable one, from his standpoint, but he was poorly seconded by compositors. The introductory was excellent and well displayed, but the "Specials" were set in too small type. The ad., however, held out strong inducements, and was doubtless a business-bringer.

\* \* \*

Snively &  
Sauvey, Wal-  
laceburg, Ont.

The following letter was received from this firm:

Good Advertising Editor DRY GOODS REVIEW:  
Dear Sir,—We are taking the liberty to enclose our Spring circular for your criticisms and suggestions.

Since starting business here our method has been to issue similar circulars half yearly, besides our weekly ads. in two local papers which we change each week (the papers are both weeklies). We have the same matter as the circular published in one issue of our best local paper in exactly the same type and size. In distributing the circulars through the town one of the firm goes out with the help of one or more boys and sees that no bills are wasted, and that one is left in every house. In the country we always go personally, and use a bicycle as a means of locomotion. In this way we meet and have a short conversation and give each of our customers, and would-be customers, a personal invitation to visit us in our store.

About a week's time is spent in covering the town and country thoroughly, but we have always regarded it as time well spent as our business has grown larger each year.

Will you kindly extend to us through your paper your judgment on our work in writing our ads. (the circular being a fair sample), and our mode of distributing them?

Yours truly,

SNIVELY & SAUVEY.

Wallaceburg, May 29, 1901.

The personal interview idea is a "corker." Of course, in a large town it wouldn't be feasible. But people so interviewed would doubtless feel flattered that their trade was deemed worthy of such a method to secure or retain it.

The ad. itself was very creditable. A little too much sameness in typography perhaps, but that's a small blemish, compared with off-setting merits.

\* \* \*

E. P. Cuffe,  
Norwood, Ont.

The critic cannot conscientiously commend the ad. submitted by this correspondent. We don't like his headlines—"Gigantic Purchases and Colossal Sale," nor the setting of the ad. If Mr. Cuffe would take the Toronto evening papers regularly and study the typography of the Eaton or Simpson ads., he would see why we don't like the setting of his. Better ads. than the ones mentioned he will not often find. They are worth studying and imitating.

\* \* \*

H. A. Cox & Co.,  
Carman, Man.

This firm submit a newspaper ad. and a circular for criticism. Both are good, especially the circular, which follows:

## Second Annual Greeting to the Ladies of Carman.

*We will be "At Home"*

*From now until Christmas every day  
from 8 a.m. to 10 p.m.*

*As our place of business is headquarters  
for Male Attire, we take this liberty of  
sending you a suggestion list for Christ-  
mas Presents for Men and Boys, hoping  
it will save you a good deal of trouble  
and worry.*

*Yours most sincerely,*

*H. A. Cox & Co.*

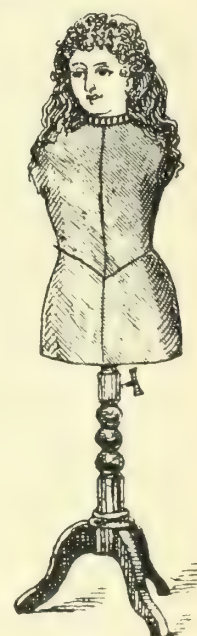
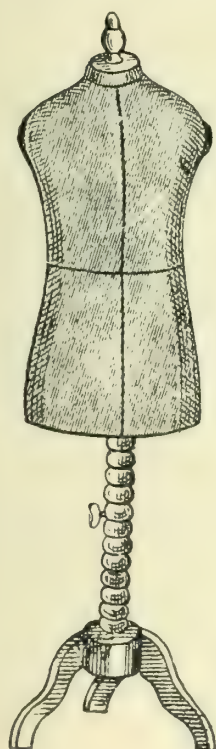
Hot Tea and Coffee served  
all day Dec. 22nd and 24th.

Another page follows a list of articles appropriate for Christmas presents.

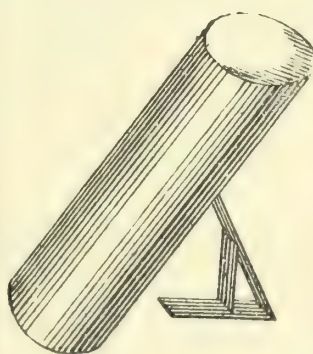
# H. BULL & SON (Established 1795)

138 London Wall, Wood St., London, E.C.

Drapers', Tailors', Hosiers', Boxmakers', Hatters', Boot-makers' and General Shop Outfitters, especially for **EXPORT MARKETS.**



Tailors' Cloth Racks.  
 " Coat Busts.  
 " Trouser Blocks.  
 Dress Stands.  
 Blouse "  
 Jacket "  
 Corset "  
 Mantle "  
 Brass Hosiery Stands.  
 " Millinery "  
 " Lace "  
 " Umbrella "



**FIGURES:** Boys', Girls',  
 Ladies' and Men's, with  
 or without Wax or Papier  
 Mache Heads.  
 Coat and Mantle Hangers.  
 Show Cases.  
 Bicycle Figures.  
 Shop Assistants' Seats.  
 Dress and Millinery Boxes.  
 Cloth Fixture and Stock  
 Boxes (a Speciality for  
 Export) Made to order.

All Enquiries and Orders will receive our best attention.

Catalogues and Terms will be forwarded Free on Application.



**GOOD ADVERTISING—Continued.****HEART TO HEART TALK.**

By W. R. Hotchker, Advertising manager for John Wanamaker, New York.

Storekeeping nowadays demands the utmost experience, energy and wit in order to attain success. Decrepit conservatism is going out of business. People demand good service; they will not tolerate the slipshod ways of the past. The volume of business to be done is growing enormously, but trade will go where it feels the thrill of life and progress. The store that does things is the store that will be traded with. There must be action, change, constant interest in the store that lives and grows.

These things are possible to the small store as well as to the large; for there is no copyright on brains—no trust controlling genius.

There is probably no store in the United States which employs a dozen people that does not have a bright wit in it who could give new life to the business if he received proper encouragement.

The progressive storekeeper does not depend on his own ideas and skill—not even his own experience. He knows many things not to do, but he wisely draws out from those around him many new ideas of things to do. The greatest merchants of the world have made their notable successes by inspiring and encouraging the men that they have gathered around them. The smart merchant is always doing just that thing.

The man that snubs his salespeople to keep them from thinking they deserve a larger salary is putting the knife into his own business, and can never attain any notable success.

There are good things to learn from the movements of other successful stores, but too often the wrong thing is attempted. The movement may not fit the store that adopts it or its constituency.

Here wit is needed again to get the good out of the idea and form for it a new plan that fits the new conditions. Then energy and enthusiasm must carry it through.

But this is not advertising. No; but it is just as necessary to advertising as buying goods is to selling them. The advertising must have a story to tell. It cannot make something out of nothing. The store must make news, and the advertising must exploit it.

Much advertising fails because it tells nothing—has, perhaps, nothing to tell. The advertising that pays must thrill and throb with action and interest. It must be energetic—enthusiastic—must fill the readers with an unconquerable desire to see the brilliant new goods that are described, or share the bargains told about.

Advertising is the power that makes things go; but the new things must be there first; the bargains must exist, and



There's as big a difference between "Semi-ready" clothes for gentlemen and ready-mades, as there is between a diamond and a bit of paste.

There's no difference between "Semi-ready" and best tailor-made-to-measure clothes except—

Greater variety—knowledge of results—quick delivery—money back if wanted—and a saving of a third to a half.

\$12 to \$25. Catalogue free.

A good ad.—view it from what point you may.

We Store Furs and other winter garments and insure them against any loss by fire, moths, theft or other means.

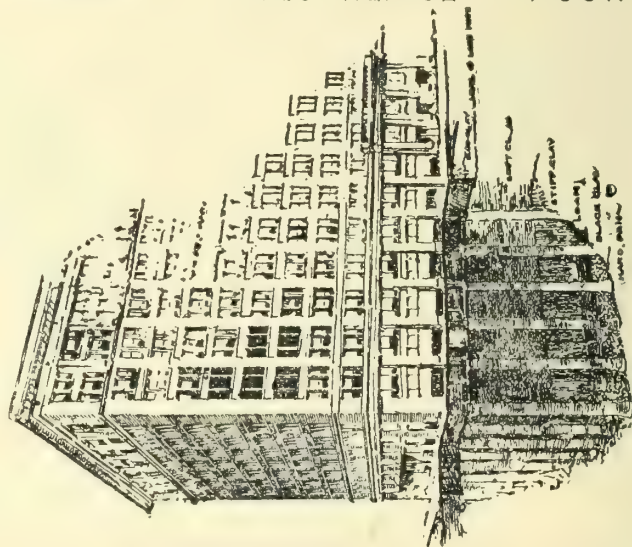
# Marshall Field & Co.

Regarding the extraordinary foundations for our new building.

The great interest shown by the public in the massive foundations now being sunk for our new granite building causes us to print this architect's sketch—which is drawn to a scale and is correct—together with the following brief explanation: This building, which is to be 217 feet high and of great weight, is to be built on 84 enormous pillars or "caissons" of concrete, each of which extends downward almost 100 feet through soft clay, hard clay, loam and various kinds of soil until we reach "hard-pan"—so hard that no pick will pierce it—and within a few feet of solid rock.

These "caissons" are from 6 to 9 feet in diameter, and at the lower end are belled out to about three times this size. They are being dug by hand; all material is hoisted and lowered by machinery, and every precaution is taken to prevent accidents. All day and all night this work is going on—and as a whole these caisson foundations are vastly greater than have ever before been undertaken for any building. Thus far the contractors are "ahead of the schedule time."—The first ground was broken May 6, the first caisson touched "hard-pan" May 12, and at this writing (Saturday noon), of the total number, 38 are completed and ready for the steel superstructure and 24 more are nearly complete. The weight of each caisson is nearly 200 tons. Its cubic contents are 2,400 cubic feet, and each caisson will carry "one million, two hundred and twenty thousand pounds."

As substantial, enduring and satisfactory as will be these wonderful foundations, are the principles upon which this business is built. The same precision and watchful care which mark the laying of each stone and the driving of each nail are emblematic of the effort used in making this store "absolutely correct and the best in every minutest detail." As these massive foundations reach deep down and become a part of the solid rock, so this business reaches deep into the minds of Chicago's public, and through its time-tested principles and well-recognized methods becomes a part of the daily life and thought of a large majority of the people of this great city.



What a splendid use was made of that illustration! But it took an expert's eye to see its value.





# FOUND AT LAST

A LIGHT, COMFORTABLE CORSET WHICH ABSOLUTELY WILL  
NOT BREAK THROUGH THE WAIST LINE OR OVER THE HIPS.

We beg to call your attention to our special feature of an Elastic Web Gore running diagonally through the waist line and over the hips, which prevents the bones or steels from coming to such a point as to cause them to break, which enables us to **guarantee every pair.**

Our designer's experience of 18 years with the largest corset manufacturer in the United States enables us to meet with all the demands of the trade.

Our corsets are made in the very latest styles and of the best American coutils and satens obtainable.

As to fit, they cannot be equalled, as all our corsets are fitted on living models.

Manufactured only by the

"PATENTED."

## HIP GORE CORSET COMPANY

C. F. PYM

WINDSOR, ONT.

JAMES HAMILTON



## An Attractive Store is Half the Battle.

GOODS NICELY DISPLAYED WILL OFTEN  
SELL THEMSELVES.

We have the handsomest Show Cases and Store Fittings to be obtained anywhere.

We will refit your store with up-to-date cases, etc., taking the old cases in part payment.

### DOMINION SHOW CASE CO.,

53 Richmond St. East, - - TORONTO.

Please mention THE DRY GOODS REVIEW.

*To Directory Office  
301/1/01 3/11*  
Our Silent Salesman.

If you are thinking of any improvements, it will pay you to consult us.

# ENTERPRISE AND MERIT.

Enterprise and merit combined have won for our line of carpets their popularity with Canadian merchants. With our progressive methods for manufacturing we have made rapid strides upwards. We feel a great pride in coming to you this Fall with the finest array of

## BRUSSELS, WILTONS AND INGRAINS

ever produced. Your customers will be delighted with them. Added to this, our lines will yield the dealers profits that make it well worth their while handling them. There are a few merchants here and there whom we want to become better acquainted with. Make up your mind at once to send for our prices and samples. They are sure to interest you.

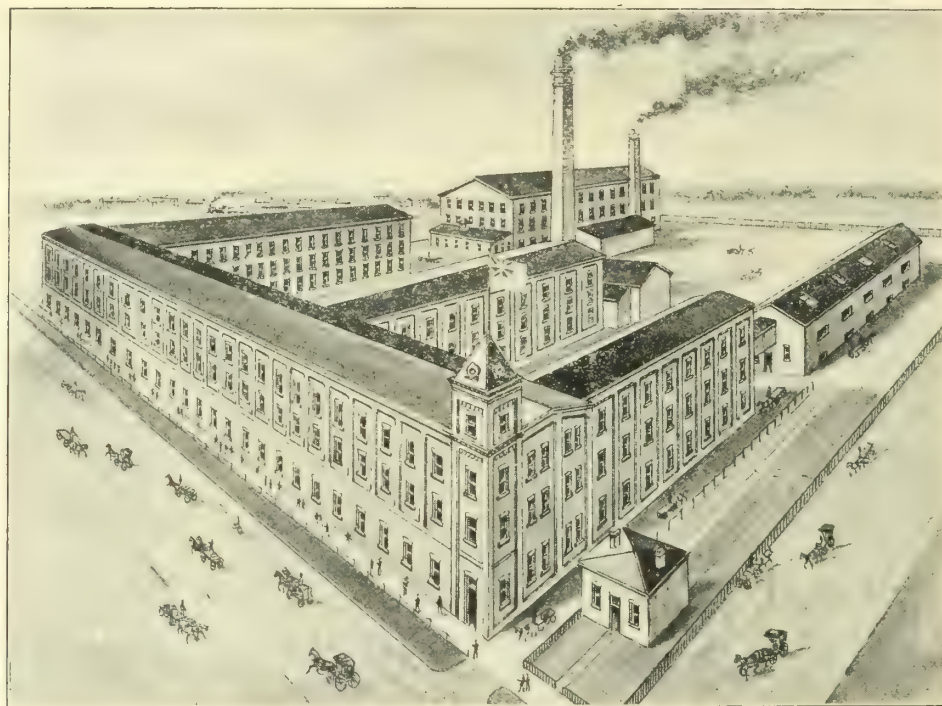
### DOMINION CARPET CO., Limited, SHERBROOKE, P.Q.



# HAMILTON COTTON CO.

Manufacturers  
of

HAMILTON, ONT.



## Chenille Curtains and Table Covers

To keep pace with the increasing demand for our goods, we have prepared for the Fall trade a larger and more attractive range of designs and colorings in both Curtains and Covers.

### TABLE COVERS

in the following sizes :

4/4, 6/4, 8/4, 10/4, 12/4.

### CURTAINS in

32-in., 34-in., 36-in., 40-in., 44-in.,  
and 48-in. widths, both in Plain  
and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

## W. B. STEWART,

27 Front Street West

## TORONTO

# The Vancouver Agency, Limited

## WHOLESALE DRY GOODS

We beg to announce that we have just received several large shipments of **English Dry Goods** and have more on the way.

|                        |                  |                              |
|------------------------|------------------|------------------------------|
| <b>Cotton Laces</b>    | <b>Ribbons</b>   | <b>Swiss Embroideries</b>    |
| <b>Ashton's Prints</b> | <b>Underwear</b> | <b>Fishermen's Guernseys</b> |
| <b>Lace Curtains</b>   | <b>Hosiery</b>   | <b>Umbrellas, etc., etc.</b> |

Complete stock of John S. Brown & Sons' celebrated "**Shamrock**" Table Linens; also of Alfred Louis' Velvets and Velveteens.

We make a specialty of executing indents for British and European Dry Goods, and Men's Furnishings, etc., on commission, in large or small quantities.

Head Office, The Albany, Liverpool, England.

605 Granville St., Vancouver, B. C.



|                              |                                                 |
|------------------------------|-------------------------------------------------|
| <b>STATIONERY-</b>           | Envelopes, Pens, Ink, Pencils, etc.             |
| <b>ACCOUNT BOOKS-</b>        | Full stock or Specially made to order.          |
| <b>LEATHER GOODS-</b>        | Purses, Portfolios, Card and Letter Cases, etc. |
| <b>PAPER-</b>                | Writing, Printing, Note - all kinds.            |
| <b>OFFICE SUPPLIES-</b>      | Everything required for the office.             |
| <b>STATIONERY NOVELTIES-</b> | Large Variety New Goods.                        |
| <b>BOOKBINDING-</b>          | In every style of the art.                      |

We manufacture largely ourselves. Import from the best sources. Aim to have the most complete, "Up-to-date" Stationery House in the Dominion. We invite inspection. Letter orders receive prompt attention. Established half a century. Call and see our new warehouse.

The **Brown Bros., Limited**

WHOLESALE AND MANUFACTURING  
STATIONERS.

51-53 Wellington Street West - TORONTO.



**GOOD ADVERTISING—Continued.**

they must be real and positive. To the merchant who wants to be certain never to waste a dollar on advertising I would suggest this rule :

Never put a line into the newspaper that is not news.

Never say anything that the public ought to take for granted. Never tell about goods that all stores keep. If you have nothing else, your store is not right.

If you are attempting to be in business without being better than other stores, in some way, at least, then do your level best to keep people from finding it out. Don't advertise your commonplace stock.

Advertising pays magnificently when it is done right and the store is right. It is a big loss, and does absolute damage as well, if it is done wrong.

Tell the news. Tell it enthusiastically, but truthfully. Keep the store throbbing with interest and your newspaper

## ROMANCE IN CLOTHING TALK.

We have good reason to think that the public fully understands the unity that exists between our advertising and our goods.

We make strong statements when the facts warrant, but we never allow the desire for such statements to create imaginative facts.

There is much current romance concerning clothing selling.

It is, therefore, well to weigh carefully the statements that are made.

In our public talk on this subject, the only permitted inspiration comes from the actual goods, the size of the stock, its newness and goodness, the fairness of price and the amount of business done.

The world wags on three things : Doing, undoing and pretending.

*We commenced doing the clothing business in this city several years ago as it should be done*

—and changed many of its methods, among them its advertising.

We taught older heads what masterful merchandising meant.

Our success has been a brilliant one, because the discriminating men and women of this city have been the judges—preferring merchandise of character, linked with true economy, to showiness and cheapness.

Before we began, and up to the present time, in some stores Baron Munchausen seemed and seems to be the inspiration behind the advertiser. But maybe he has been told that desperate diseases require desperate remedies. It has remained for clothing advertising to outdo Munchausen and carry exaggeration into fiction, which is meant to amuse, not to mislead.

This disposition to exaggerate is hard on the conservatives; the careful writers of store news, and doubly hard on the public. Discrimination sometimes is difficult.

The advertising of this house has always been and is limited to exact facts.

Every word is weighed, every claim verified before placed into type. That's why our advertising is effective; that's why we progress. One may knock boldly at the door when he speaks the truth.

Hence our confidence before the jury of public opinion, to whom we submit.

The size of stock ; its variety ; the lowness of price, and all-around satisfactoriness.

**PARKER, BRIDGET & CO.,**  
Head-to-foot Outfitters, Pennsylvania Avenue and 9th Street.

A masterpiece of its kind—and the kind is not bad.



announcements sparkling with the store's story, frankly, plainly, and strongly told, and you will forget to call advertising an expense.

If you do this earnestly and persistently you will find yourself in the twentieth century procession, leading your town or city in progress and winning for yourself prestige and prosperity.

\* \* \*

### FOR AD. INTRODUCTORIES.

Selected for THE DRY GOODS REVIEW by the Wanamaker scribe from his own ads.

### New Styles in . . Muslin Underwear

Resourceful brains and facile fingers have been busy preparing this charming show of dainty muslin underwear for your approval. And worthy of admiration it is—for from these fine, sheer fabrics, muslin, cambric and lawn, these pretty insertions, embroideries and ribbons, have been conjured the latest fancies for the trousseau of the Spring bride.

The trousseau idea, in fact, is prominent in this gathering. There are complete sets of matching pieces, many of them copied from the latest Paris importations, of the best workmanship, and beautifully finished. The nightgowns usually have low necks and elbow sleeves, with trimming of ribbon and lace or embroidery, and are especially suitable for Summer wear.

Corset covers, chemises, petticoats and drawers are characterized by the same wealth of variety in style and daintiness in trimming. As to prices, there are

### DRESS SHOES for Women . .

Our stock of new Spring models is very broad and complete.

Here are the stylish shoes for wearing with new Spring frocks. A little handsomer than ever before. Not so mannish. All the strong lines of the mannish shoe, but slimmer and more graceful.

A new and very handsome line at

Four Dollars a pair.

### PRETTY HATS for Children . .

Worthy to rank, as a collection, with our show of hats for women. That's praising them highly. Justly, too, for these fetching springtime products of our own workrooms will make dainty settings for many a bright, childish face. We like them as well as the pretty Paris hats that are scattered through the showing. Especially noteworthy are the soft-body hats, trimmed in studied negligee effects. Prices for these dress hats, which are intended for both small and older girls, are \$4.50 to \$20. Then these :

### A Stirring Clean-up of SILKS . . .

We've been doing some remarkable silk selling this month ; and there have been multitudes of little lots accumulating. Now comes to-day's offering to sweep them all away in a jiffy.

They are splendid silks, some of which every woman will want to own. These are the prices to-day :

### Shirt-waist Suits.

Something entirely new in women's wear for home.

It was a happy thought that conceived these comfortable successors to the ill-fitting wrapper and house dress. Now you can wear ready-made, perfect-fitting shirt-waist suits that look like those you would direct at home. That same care was taken in their manufacture—and for little more than the crudely-made wrappers used to cost. Then you can wear either waist or skirt separately—quite an advantage. They are bound to be popular, they are so practical. Anticipating their popularity, we have bought liberally, and can offer broad selections as to pattern and style at varied expense. Here are a few prices :

THE ALASKA FEATHER & DOWN CO., Limited, MONTREAL

## DOWN QUILTS

"ALASKA BRAND."

Our designs are good ; colorings soft and pleasing ; quality of cloth guaranteed absolutely down-proof ; Down is free from dust, odor or quills.

Our leader to retail at \$4.00 cannot be equalled.

THE ALASKA FEATHER & DOWN CO , Limited, MONTREAL

## COTTON QUILTS

"PURITAS BRAND."

All our grades of cotton comforters are made up with art coverings, and filled with pure, new carded cotton. They are soft and fluffy, and even the cheapest grade has the appearance of an Eiderdown Quilt.

Our lowest line can retail profitably at \$1.40.

THE ALASKA FEATHER & DOWN CO., Limited, MONTREAL

## DOWN CUSHIONS

"ALASKA BRAND."

We were the first manufacturers of Down Cushions in Canada ; that was ten years ago. We are the first manufacturers of Down Cushions in Canada to-day.

THE ALASKA FEATHER & DOWN CO., Limited, MONTREAL

## FEATHER PILLOWS

"ALASKA BRAND."

It takes about one-quarter of a million pounds of feathers to supply us with our annual needs of Down. That is why we buy all the feathers we can, and pay the best cash prices, and that is why we can give better values and more regular qualities than any competitor.

THE ALASKA FEATHER & DOWN CO., Limited, MONTREAL

## MATTRESSES

"HEALTH BRAND."

Twenty-six thousand Mattresses were sent out of our factory last year. Each one had a tag attached guaranteeing quality, material and workmanship. We have applied the same principle to our Mattress Department that has made our other Departments successful—purest materials, best workmanship, fair prices.

THE ALASKA FEATHER & DOWN CO., Limited, MONTREAL

OFFICE AND WORKS ON CANAL BANK, ST. ELIZABETH STREET.



**GOOD ADVERTISING—Continued.****Dresses for Girls**

Both of interest to the mother whose shopping list includes a Spring dress for the little daughter or the one almost grown up. Both offering money-saving opportunities of real value. Both typical, though differing widely from each other, of this rich gathering of everything that's newest and prettiest in the way of dresses for girls of 6 to 16.

**Women's Costumes**

The question of perfecting ready-made dresses for women is solved. The styles, the variety, the grace and beauty of those shown on our floors at the present moment amply prove that. To-day that woman is an exception who cannot choose from this superb exhibition a gown perfectly adapted to her needs for every occasion.

**NEW BELTS**

The broad, steel-studded elastic belts are Fashion's latest fancy. They give a trim curve to the waist and make waistbands forgotten. They are shown in quite a variety of styles—with imported buckles, some of which are quite elaborately decorated with cut steel.

**UMBRELLAS  
for Men and Women .**

You probably found yesterday that you had just one umbrella too few to go around. Or maybe the wind showed a weakness in the old one. There are lots of wet days coming; this is April. You know the proverb about preparing for a rainy day. Here's an opportunity you would do well to take advantage of.

The Palais Royal. The Palais Royal. The Palais Royal. The Palais Royal. The Palais Royal. The Palais Royal. The Palais Royal. The Palais Royal.

Please Note:  
The Palais Royal is the logical Washington agency for a sale of such gigantic proportions. First—A great building and every modern method of distribution are imperatively demanded. Will not the great floors and wide aisles of The Palais Royal absorb more stocks of goods and more crowds of purchasers than any three ordinary stores? Second—A prompt cash business is a necessary adjunct. Is this not The Palais Royal specialty? And so The Palais Royal is the Washington representative of the greatest Mill and Factory Sale of a decade. Don't miss one of The Palais Royal daily announcements during June. Daily surprises are promised.

**MILL AND FACTORY SALE**

Summed up—this Mill and Factory Sale brings you new and fresh goods at less prices than paid at wholesale by merchants who purchased earlier. It is the one beneficial legacy left by the late month of rain. It means a sale involving \$20,000,000 of summer goods—the estimated amount of goods that would otherwise have been distributed. The Palais Royal is the logical Washington agency for a sale of such gigantic proportions. First—A great building and every modern method of distribution are imperatively demanded. Will not the great floors and wide aisles of The Palais Royal absorb more stocks of goods and more crowds of purchasers than any three ordinary stores? Second—A prompt cash business is a necessary adjunct. Is this not The Palais Royal specialty? And so The Palais Royal is the Washington representative of the greatest Mill and Factory Sale of a decade. Don't miss one of The Palais Royal daily announcements during June. Daily surprises are promised.

The cut is the making of that ad. It's far preferable to illustrate the main topic than minor ones. One strong cut at the top like the above is better than a dozen smaller ones scattered throughout the ad.

**The Review's Directory of Agents.**

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

**R. FLAWS & SON,** Manchester Bldg., Toronto.  
Melinda St.  
Dry Goods Commission Agents.

Representing: Wm. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies, CARTWRIGHT & WARNERS, Limited, Loughborough, England Hosiery and Underwear. D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

**A. ROLAND WILLIAMS** Commission Agent, Room 509 McKinnon Bldg., 19 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

**ADVERTISING IN WESTERN CANADA will be . . .**

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by  
**THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.**

**LABELS** Any Shape  
1 to 17 Colors  
Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted  
**LEVY & CO., Printers TORONTO**

## THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

**THE CANADIAN PRESS CLIPPING BUREAU,**

232 McGill Street,  
MONTREAL.

10 Front St. East,  
TORONTO.

ESTABLISHED 1798

**NEWBY BROS.**

MANUFACTURERS OF

**HOOKS & EYES**

105 to 113 BREARLEY ST.  
BIRMINGHAM, ENG.

Telegraphic Address: PELCAN, BIRMINGHAM. N° 1814

PATENT BAR LOOP

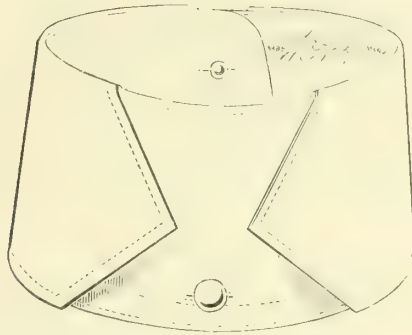
PATENT SWAN BILL

PATENT INDEPENDENT SAFETY

CENTER SPRING

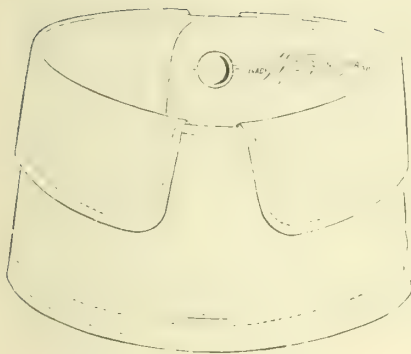


# New Styles Women's Collars.



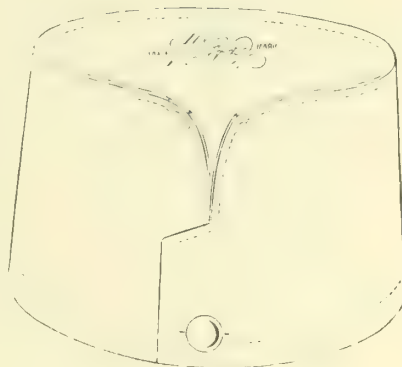
PRISCILLA.

2  $\frac{1}{4}$  IN. WIDE.



PHYLLIS.

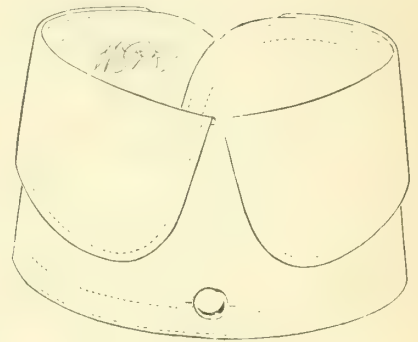
2  $\frac{1}{4}$  IN. WIDE.



THE NEW STOCK COLLAR.

PEONY.

2  $\frac{1}{4}$  IN. WIDE

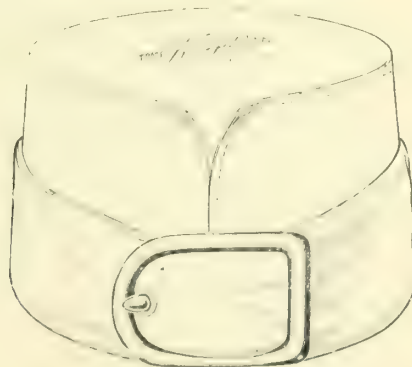


WISTARIA.

2 IN. WIDE.

DAHLIA.

2  $\frac{1}{4}$  IN. WIDE



THE WILLIAMS, GREENE & ROME CO.  
OF BERLIN, Limited,  
MANUFACTURERS  
SHIRTS, COLLARS AND CUFFS,  
BERLIN, ONT.

Ready for Delivery  
Aug. 15th.



# STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

**"Hibernia"**



**"Sterling"**



## UNDERWEAR

For Ladies and Children.

Baby=Linen

Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

## CORSETS



**"Alpine"** Natural Underwear  
for Ladies and Children.



FACTORIES—

London, Strabane, Londonderry.

128 London Wall

**LONDON, E. C.**

Catalogues supplied on application.



# Nisbet and Auld TORONTO

MEN'S and WOMEN'S  
TAILORING FABRICS  
- AND -  
TAILORS' TRIMMINGS.



The Color is Guaranteed  
for Two Years.



ALL PIECES ARE STAMPED  
THROUGHOUT

## "DEVONIAN"

"Warranted Woaded Indigo."  
"Thoroughly Shrunk."



### NISBET & AULD,

34 Wellington St. West, TORONTO.

SOLE AGENTS FOR THE DOMINION.



# Waists

Silk, Cotton, Flannel,  
Cashmere and  
Velveteen.

IN a few days the manufacturers of silk waists will be showing their Fall samples, and the trade may expect to see some very fine productions. The manufacturers were never better satisfied with their designs or workmanship. Most of them have taken even more time and pains in the execution of their Fall designs than they did with their Spring waists, and, with the large importation of new and special machinery, they have been enabled to put some excellent work on the market. No stone is being left unturned to maintain the waist fever cultivated during the past few seasons. There are now many firms in the field, and they are vying with one another in showing good values.

Machine work is the feature of the Fall samples, and it produces beautiful effects in many patterns. It is impossible, except at an extremely high cost, to turn out these self-same goods in a dressmaker's shop. What with all-over tucking, cluster tucks, applique embroidery, hemstitching and applique folds, the different kinds of machines brought into use are many. They are employed on all the different waist fabrics to produce these fancy and fashionable effects. Indeed, it would seem as if fashions were being formulated to allow of the utilization of the machines.

Moreover, it is not only this tendency to machinery effects that would indicate a good Fall season in ready-to-wear waists.



Designed by the New York Silk Waist Co.—White taffeta waist, all tucked, with contrasting color bolero, trimmed with silk velvet and embroidery.

The styles are now remarkably clearly defined, both in materials and make-up, and everything appears favorable for plain sailing. Last month's DRY GOODS REVIEW with the various cuts we have shown or are showing this month are sure indications of what will be worn. The biadere front has

been well received in white cotton goods, and, although not pushed by retailers, it has proven its worth. It will, then, be one of the novelties for Fall, and perchance we may see it with the button back come in more strongly next Spring, otherwise the tendency is to blouse, eton, bolero or vest effects.

The trimmings are unchanged, favoritism still being shown for the many embroidery effects. Many embroidered straps figure in the new styles, running up and down the front or back in contrasting colors. The stand-up turn-down collar is growing in strength. Velvet is a very popular trimming on the collar, cuffs and body of the blouse. Many flannel and velveteen blouses are being trimmed with the same color of taffeta put on by a special machine in folds, producing a neat effect. Silver and gold ornaments are spoken of to some extent, while Persian effects are certain to be very popular.

As for colors, white is becoming more important day by day, and it must be reckoned with very seriously and in the same class with black. Then come the reds, particularly in flannels, cashmeres, henriettas and such waist goods. The different shades of blue are also talked of, particularly cadet and marine. In silks, old rose is to be the leader. Browns and drabs will be good in some of the shades, and delicate greys will be in the running.

## CURRENT CHAT IN TRADE CIRCLES.

Mr. P. M. LeMaistre, of Stewart, Allan & LeMaistre, informs us that he has just received the first batch of designs from their New York designer, the balance will be procured on his next visit to New York. Their Fall waists will be novelties of the first order and equal to anything now shown by any Paris or New York house. They are making arrangements to have forwarded to them from Paris the latest goods that come out there, placing them in the same position as any New York house. This will be at the expense of a considerable delay, but they realize that the day has come when Montreal manufacturers must keep abreast of the times to cater to the demand of the Canadian consumer.

The American Silk Waist Manufacturing Co. are going to show a special Fall waist at \$3.50, made from guaranteed-to-wear taffeta, that will be a leader.

Mr. Mishkin, of The New York Silk Waist Co., has now completed his Fall range of samples, which will be on the road shortly. It contains about 50 handsome lines of silk, flannel, henrietta, velveteen and sateen waists, and every sample has been

designed as a seller. Several novelties are shown, among them a Raglan-sleeved flannel waist, neatly trimmed with embroidered straps. This firm are catering to the fine sateen trade with many lines from \$10.50 to \$36; the ornamentations are embroidery or soutache braid, while some lines are finished off in white silk.



A taffeta waist designed by The American Silk Waist Manufacturing Co.

# A Twentieth Century Waist House

Special No. 746.

Good Black Taffeta,  
Hemstitched and  
Tucked, Bolero effect.  
Packed 1 in a  
box - - - \$3.25  
Colors. \$3.50.

We do NOT make Skirts, Shirts, Jackets or anything

**But !**

If you want Quick Selling, Exclusive Designs in Waists  
we make the . . . . .

## Shield Brand Perfect Fitting Goods

EVERY GARMENT GUARANTEED. GOOD DELIVERY.

Send us a postal card for samples or information.  
Our travellers are now on the road showing these goods.



No. 785.

*All to  
order  
month  
6/7/01*

The New York Silk Waist Mfg. Co.

No. 785. Fall Style.

Best French Flannel.  
Raglan Sleeve, Silk  
Embroidery, Stand-up-  
turn-down Collar.

10 St. Helen St.,

Montreal.



### WHITE COTTON DRESS GOODS

VICTORIA LAWN, INDIA LINON  
PERSIAN LAWN, FRENCH LAWN  
ORGANDIES, NAINSOOKS  
NOVELTY FANCY WEAVES  
PIQUES, MADRAS SHIRTINGS

### "NOTTINGHAM" LACE

CURTAINS AND CURTAIN NETS  
ALL WIDTHS, 32 TO 60 INCHES  
BEDSPREADS, PILLOW SHAMS

### COLORED COTTON DRESS GOODS

FINE PRINTED NOVELTIES  
GINGHAMS, CHAMBRAYS  
SHIRTINGS

### QUILTS

CROCHET, MARSEILLES, DUREE SATIN WEAVES  
ALL SIZES - 6-4 TO 12-4  
IN COLORS - PINK, BLUE, YELLOW  
HEMMED OR FRINGED

**CLARENCE WHITMAN & CO., NEW YORK**

PHILADELPHIA

ST. LOUIS

CHICAGO



# THE STANDARD SHIRT CO.

Montreal.

Toronto.

London, Eng.

Limited

## OVERALL DEPT.

**W**E are showing complete new line Overalls,  
**Double Stitched, High Back,** made by  
**Special Machinery.**

No retailer who wishes to increase his business in the **Mining Centres, Farming Districts** or **Towns** and **Cities** where labor is largely employed can afford to be without these goods. All wholesale houses from Atlantic to Pacific carry these goods.

Special Line Pant Overalls for Manitoba and Northwest now ready. **Highest** grade of goods ever offered, and lowest prices.

# The Standard Shirt Co.

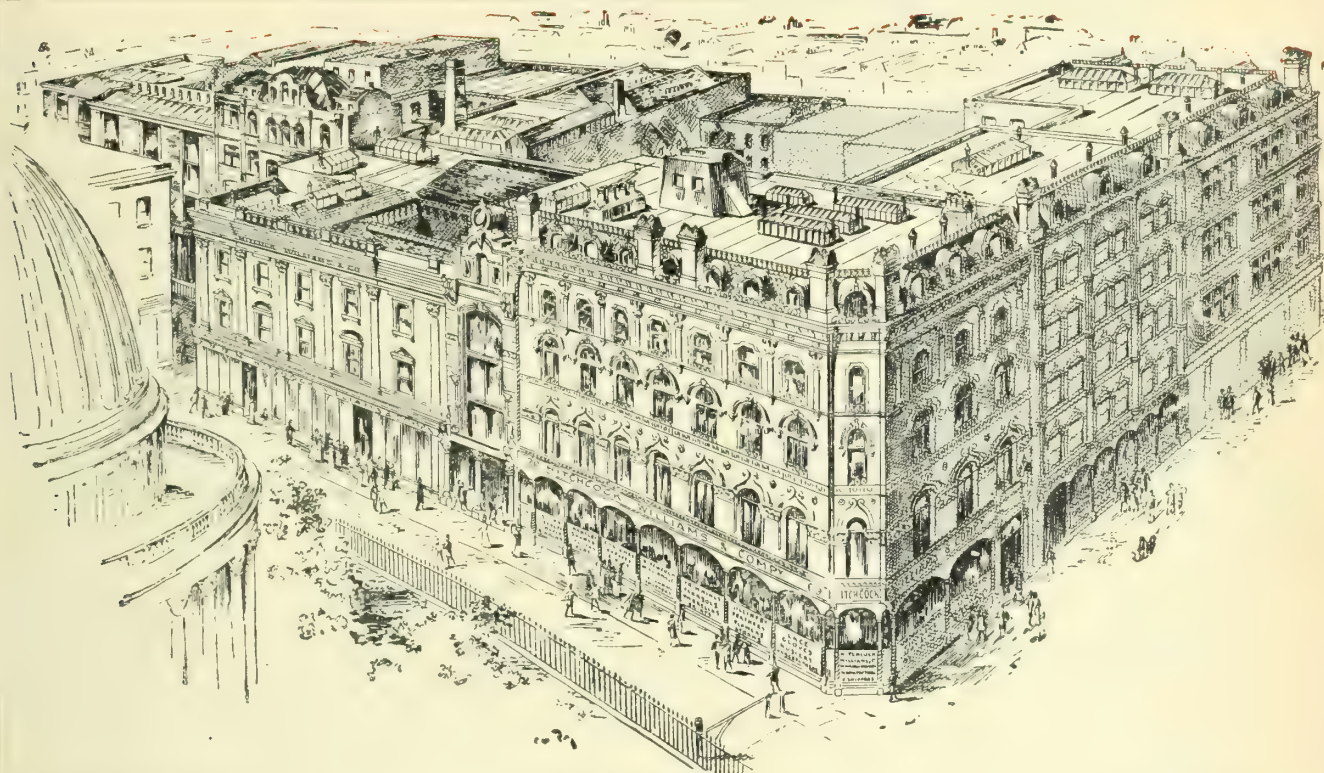
MONTREAL.

TORONTO.

LONDON, ENG.

Limited

# Hitchcock, Williams & Co.



SIR G. WILLIAMS  
F. G. WILLIAMS  
H. WILLIAMS  
A. T. WILLIAMS

## WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

*Manufactories, Warwick Lane and Paternoster Buildings.*

ESTABLISHED NEARLY 70 YEARS.

## Canadian Buyers

should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a FANCY HOUSE and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

**MILLINERY AND MILLINERY MATERIALS,  
FANCY LACE GOODS, BLOUSES, CHIFFONS,  
FANCY COSTUMES, MANTLES, BRITISH AND  
FOREIGN DRESS MATERIALS, PRINTS, SILKS  
AND VELVETS, RIBBONS, TRIMMINGS AND  
ESPECIALLY MANTLES AND FURS.**

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

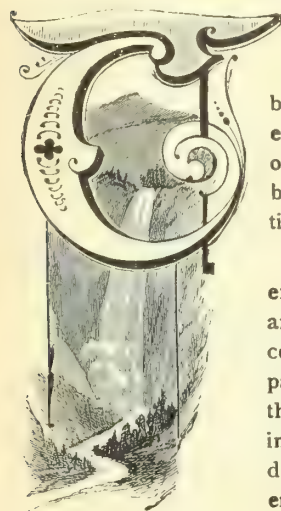
We shall send a representative to Canada with a magnificent range of samples. We trust all traders will inspect them.



# The Merchant and the Banks.

*A Few Simple Rules About Banking and the Relation of Trade Thereto.*

Written for THE DRY GOODS REVIEW.



HE prudent merchant aims to stand well with his bank. Even if he does not require financial backing or accommodation to any extent, he knows that the opinion of bankers is one of the chief barometers of commercial reputation.

In Canada our banks are strongly entrenched behind a good law, and are based on a system so well conceived that their credit is high, their paper money as secure as gold, and their relations to the public credit intimate and authoritative. Confidence between merchant and banker is a valuable factor. A business man never knows when or how the

local bank's good opinion of him may be of service. He, therefore, if he is wise and farseeing, acts straightforwardly toward the bank, and acquires a reputation for promptness, accuracy and probity, which are sure some day to stand him in good stead.

Some regard a bank as a kind of mystery. In point of fact it is simple. The customer who enters a bank for the first time has no reason to feel foolish because he is unfamiliar with its modes of doing business or the details of the procedure. There are plenty of things the merchant knows which the banker does not. They can always trade information to advantage. The customer should, without hesitation, ask of the manager or official in charge all he wishes to know about drawing a cheque, having it marked, depositing money, or keeping his deposit book posted. The officials are there to afford information. If they are not attentive and courteous at all times the manager should be told of it.

Out of a desire to get through their business in a certain time, some customers make the mistake of trying to have exceptions made in their favor in regard to doing business with the bank, either before or after business hours. It is a useless request, for not only is it never granted, but the bank clerks have other work to do before and after hours, mailing, straightening up the business of the day, balancing the cash and books, and, if there is an error, going over it again and again, that makes them work long after their customers have quit for the day. Any lack of reasonable attention in business hours, though, should be immediately reported to the manager.

There is often a feeling of resentment against a bank upon the part of persons who have been notified that their accounts have been overdrawn. Such a feeling is, however, uncalled for, as the bank does not give notice of an overdraft because of any lack of confidence in the credit of the person to whom it is sent, but the information is merely given so as to be able to more quickly detect any forgeries or mistakes that may have occurred, and the receiver of the notice should take the notifi-

cation more as an evidence of regard upon the bank's part for his interests than for its own. But banks do not like to allow overdrafts.

Bank books are generally given in at the end of each month for balancing, and the cheques surrendered, so that any serious errors that may have occurred may be reported to the manager. A customer handing in his book frequently expects it to be balanced the same day, without considering that the bank clerks are very busy men, and, besides their regular work, have many other books ahead of his to balance. This monthly examination of his book enables the customer to see that his deposits are properly entered.

A cheque is a bill of exchange drawn upon a bank, payable on demand. They are frequently certified as "good" by an officer of the bank upon which they are drawn, which binds the bank as an acceptor. Such a cheque is usually immediately charged to the account of the drawer of the cheque, although some weeks may elapse before it is presented for payment. Cheques drawn for large amounts for safety are drawn to "order," although they may be made payable to bearer. If the bank pays a forged cheque it cannot charge the amount to the depositor whose name has been forged. If the cheque is not signed the same way every time it is frequently the subject of annoyance to the person who draws it, as, sometimes, when there is doubt as to the authenticity of it, the cheque is refused. When a cheque is certified, and it is desired to get another for a different amount, the bank requires the certified cheque to be returned to it. A great deal of trouble can be caused by not having the figures on the cheque written distinctly, though it is the written amount that the bank employees take account of, the figures being of less importance. If there is a mistake in the figures, however, or they are put down in such a way that they might mislead, payment of the cheque is sometimes refused. Cheques sent through the mail are always made payable to "order," never to "bearer," and if it goes astray the bank is notified and payment is stopped. Good business men never date cheques ahead, or draw a cheque for more than they have in the bank, on the promise of the person who receives it to hold it until some given date. It is seldom that such a promise is kept. In depositing cheques, it is usual, in order that the danger of a mistake may be lessened, to enter each cheque on a separate deposit slip.

In making out a cheque for himself the customer generally writes "pay bearer." If on his way to the bank this were lost, however, anyone could get it cashed, so frequently cheques for himself are made out by the customer payable to his own order, and endorsed after reaching the bank.

A debenture is a writing acknowledging a debt, usually issued by corporations to private individuals or companies, and often gives as security real or personal property. Attached to the debenture or bonds are coupons, or certificates of interest. There are the same number of these as there are payments to be made, and at each payment one of them is

# THE UNDERWEAR BUYER

Who does not investigate the Dr. Deimel Underwear and its advantages to his department is missing a most valuable opportunity. While you are in this market call and we shall be pleased to go over the subject with you.

**UNDER OUR UNIFORM PRICE LIST A FAIRLY REPRESENTATIVE LINE DOES NOT REQUIRE A LARGE INVESTMENT.**

Inquire into the matter at once before your neighbor forestalls you.



This Trade Mark is  
always on the Genuine.

Sole Manufacturers,

## The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,  
10-12 Bread St.

MONTREAL, CANADA.

## PATENT LOCK-STITCH HOSE

For MEN, WOMEN and CHILDREN.

### TRADE MARK

10 FOLD KNEES and  
6 FOLD ANKLES.

RETURNED  
FEB 24 1905



### IMPORTANT NOTICE.

Any hose not stamped with  
this registered trade mark are  
a spurious imitation and not  
the genuine lock-stitch.



REGISTERED No 31

## WALTER WILLIAMS & CO., MONTREAL

ASK YOUR WHOLESALE HOUSE FOR THEM—

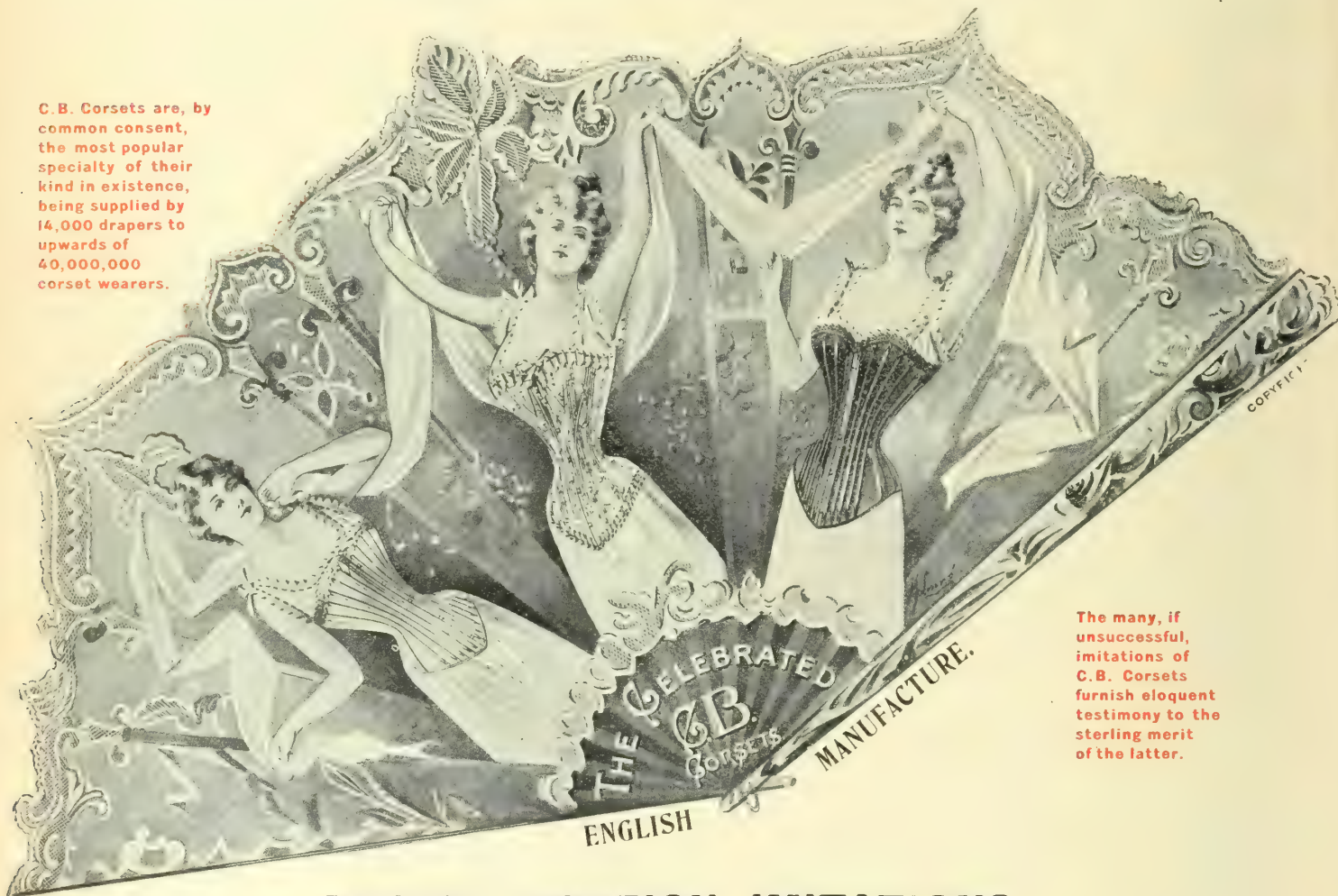


# The Celebrated C.B. Corsets (Patented and Registered)

(ENGLISH MANUFACTURE.)

Have the largest sale of any corsets—English or Foreign—in the world, their unrivalled reputation having been created solely by recommendation from wearer to wearer. In the United Kingdom, the test market of the world, where producers from every country can, and do, compete upon perfectly equal terms, the demand for C.B. Corsets is practically universal; no better proof than this is needed to demonstrate the intrinsic excellence of C.B. Corsets.

C.B. Corsets are, by common consent, the most popular specialty of their kind in existence, being supplied by 14,000 drapers to upwards of 40,000,000 corset wearers.



The many, if unsuccessful, imitations of C.B. Corsets furnish eloquent testimony to the sterling merit of the latter.

## REJECT FOREIGN IMITATIONS.

C.B. Corsets are representative of a high standard of excellence to which lesser known corsets do not pretend.

### MANUFACTURED IN ENGLAND BY CHARLES BAYER & CO.

31 London Wall and London Wall Avenue, London, England.  
 Victoria Buildings, Golden Lane, London, England.  
 46 Princess St., Manchester, England.  
 Albion Stay Factory, Bath, England.  
 Victoria Stay Factory, Bristol, England.  
 Ideal Stay Factory, Oldland Common, Gloucestershire, England.  
 Baystar Stay Factory, Landport, England.  
 Imperial Stay Factory, Portsea, England.  
 Star Factory, Londonderry, Ireland.  
 Flinders Lane, Melbourne, Australia.  
 Barrack Street, Sydney, Australia.  
 Wellesley Street East, Auckland, New Zealand.

Our Agent for Canada,

MR. W. HIRD,

will shortly arrive in Montreal with a complete range of C. B. Corset novelties, and will take an early opportunity of calling upon corset buyers.

# Corby, Palmer & Stewart

39, 40 and 41 ST. PAUL'S CHURCHYARD,  
LONDON, ENG. —————

## Mantle Manufacturers

TO THE TRADE AND SHIPPERS ONLY.

Counting House and Factory Entrance :

41 St. Paul's Churchyard.

Departments    ❀    ❀



LADIES' AND CHILDREN'S

*Mantles, Jackets, Capes, Skirts,  
Costumes, Mackintoshes,  
Imperial Cloaks, and Furs.*

We have arranged with Mr. Robert Edminson to act as our Agent for Canada.

We are now ready in each of the above Departments with the Latest Novelties and Designs, and shall esteem the favor of a call from Canadian Merchants when on this side.

Telegraphic Address: "BORNHOLM, LONDON, ENG."



delivered to the corporation issuing the debenture, and is a receipt in itself.

A bill of exchange is an unconditional order in writing addressed by one person to another, and requiring the person to whom it is addressed to pay on demand, or at a fixed or determinable future time, a certain sum of money to or to the order of a specified person, or to bearer. The drawer of the bill either does or does not specify a place of payment. If he does the acceptor of the bill agrees to it, but if there is no place mentioned the acceptor specifies one in his acceptance of the bill. If a bill or note is not dated, or does not specify the value given, or that any value has been given, or does not name the place where it was drawn or where it is to be paid, this does not make it invalid. Where a bill is not paid on demand three days of grace are allowed. A bill or note at one or more months after date is payable on the corresponding day of the next month, with the addition of the three days of grace. If there is no corresponding day, payment is made at the end of the three days after the last day of the month. Whenever the last day of grace falls on a legal holiday or non juridical day in the Province where the bill is payable, the next day is taken as the last day of grace. An action to recover on a bill or note must be brought within six years after it becomes due, or after the last payment on it is made, or a written acknowledgement of liability given.

When a draft, cheque or promissory note is refused payment at maturity, notice is sent to the endorsers to that effect for their protection. If notice is not given the endorsers are not held liable. The bank employs a notary public to protest the note, in order to prove that such notice has been given, and the protest is received in court as evidence of the facts stated therein. Banks are not compelled by law to notify persons when their notes mature, but the endorser or endorsers are liable for the payment of a cheque, draft or note when it is not paid in time, and they are notified. Cheques or notes are endorsed by the endorser writing his own name across the back, and if there is another name already there, the second endorser writes his name directly under it, as the endorser can take action against any other whose name precedes his. When a person's name is spelt wrong, or a wrong initial is put in, he writes his name the same way it is on the cheque, and under it his proper signature. Even when a cheque is made payable to bearer, it is always endorsed by the depositor.

When travelling through countries where one is a stranger, it is necessary to have some means by which money may be

obtained. For this purpose the bank managers give their customers letters of credit or bills of exchange, drawing on some bank in the district through which the journey is to be made. The bank manager is supposed to give all information as to the expense and means of procedure.

#### ENGLISH FINE UNDERWEAR.

To Canadian buyers who are looking for the best of everything in the ladies' underwear line, we would suggest the firm of Stapley & Smith, of London, Eng. This house has the reputation of being the foremost in its line, and do a tremendous business through Great Britain, Australia and South Africa. Their advertisement, on another page of this issue, will give an idea of the many lines manufactured by them.

#### NEW WATERPROOF COMPANY.

Mr. E. L. Rosenthal, of Montreal, known to the trade for some years through his connection with the Beaver Rubber Clothing Co., has severed connection therewith and decided to operate a new factory under the firm name of Strathcona Rubber Company. This item of news is of more than passing interest to many drygoodsmen through the country who have followed Mr. Rosenthal's success from its beginning and who have come to know of his straightforward method of doing business. He has been in Europe for a month and, fortified with all the latest designs in cloths and styles, may look for a successful Fall season into which he intends to enter with zeal and zest. Samples will be ready and travellers will start out about the middle of July while the factory will be running smoothly a month hence.

The writer of the valuable article on another page entitled, "Special Sales—What Are They?" is Mr. J. J. Henderson.

The Beaver Rubber Clothing Co. report that their "Rain-proof" coat, which is being used in place of the Fall and Spring coats, is being met with favor all over the country. They are taxed to their full capacity to fill orders.

The Canadian agent for Andern & Alfred Lehmann, Germany, the celebrated makers of German beavers, mantle cloths and mantelesses, is Mr. M. Markus, Montreal, who has had quite a success with these goods since he took hold of them. He is also agent for George Lehmann, who is known for his fancy mantelesses and dress goods. Schmieder's dress goods, famous particularly in plaids and fancies, are to be found in the same warehouse—an important collection.

Now is the time to sort up your stock and be ready for Fall Business.



"Ever-Ready"  
"Pre-Eminent"  
If You buy "All-Right"  
"Alpha"

# Dress Stays

you will make no mistake.

SIZES—6 in., 7 in., 8 in., 9 in., and SETS No. 1. 4/8, 2/7, 2/8, 1/9.  
No. 2. 4/6, 4/7, 1/8.

**F. L. COPELAND & CO.**

Successors to

THE EVER-READY DRESS STAY CO., Limited, WINDSOR, ONT.



**C. E.  
Hoffman**

Queen Street,

**BERLIN,  
ONTARIO.**

Manufacturer of

**Suspenders and  
Cloth Covered Buttons**  
of every description.

You can supply your own material and have it made into Buttons, for Clothing, Shirt Waists, Upholstering, etc.

All Orders Promptly Executed.

**Merchants!**

You **SAVE MONEY** by using  
**KIRK'S PATENT**

**..HAT AND  
CAP RACKS.**

They Display Most Exquisitely  
*HATS AND CAPS, DRY GOODS and  
GENTS' FURNISHINGS*

and, in doing so, take up no table, counter,  
or floor space.

DROP A CARD FOR ILLUSTRATED BOOKLET TO

**E. J. KIRK,** BRACEBRIDGE,  
ONT.

**JOHN H. PARKS & CO.,**

Manufacturers' Agents,

**St. John, = N. B.**

Solicit agencies for the  
Lower Provinces from lead-  
ing textile manufacturers.

**Prompt Attention Promised.**

THE

**St. Thomas Import Co.**

ST. THOMAS, ONT.

IMPORTERS OF

**General Dry Goods**

**HOSIERY  
A SPECIALTY**

See our 50-Gauge Maco Thread,  
Black Cotton Hose for Ladies to  
retail at 25c.

SEE FALL SAMPLES.



# Men's Furnishings.



**T**HIS is the time of year when the men's furnisher rightly expects to do a big business. And in many lines there has been a big trade done, notwithstanding the cold weather. The present styles in some goods give a fair indication of what they may be in the Fall, though in other lines there is much uncertainty among both manufacturers and retailers as to what will sell,

and the latter will delay until as late as possible in adopting any particular style.

Considerably more color is being shown than usual, due not only to the bright shades that are now popular in some neckwear, but to the growing demand for fancy hosiery and underwear, some very pronounced patterns of which are shown in a number of windows.

\* \*

## SUMMER UNDERWEAR:

Among the best selling lines during one or two hot weeks was light underwear, in balbriggan and natural wool. The amount of fancy striped goods being taken is much larger than previous seasons, and this is likely to be one of the features of the Summer trade. The stripes run horizontally and are generally pink or blue on natural or white grounds. Nearly all stripes are narrow. It is said that a better class of goods will be sold in the Fall trade than usual. Some jobbers are trying to crowd out the cheap stuff and are preparing in their natural wool, fleece, cashmeres and ribbed balbriggans a high standard of goods that should take well with the trade. It is not thought that the fancy goods in heavy underwear will take as well as in Summer garments. White, grey or natural colors will likely prevail.

\* \*

## FANCY HALF-HOSE:

Dealers say they can't buy fancy half hose fast enough. The demand is very large, and is likely to continue good until the end of the Summer trade. Though a while ago patterns were mostly in stripes, there are now figures, polka dots,

checks and plaids in many colors, and all are in good favor. Though there are a good number of cardinals, tans and blues sold, the black grounds seem to be best liked. And they are, no doubt, much neater, and can be displayed with more effect than any other style. In goods with colored grounds there is apt to be a tendency to "loudness," and very flashy goods do not take so well. The Fall trade in hosiery is likely to run on a higher quality of goods than heretofore, as jobbers are importing some excellent half-hose, which can be sold for the same price as has been formerly paid for very inferior makes.

\* \*

## THE OUTLOOK IN COLLARS:

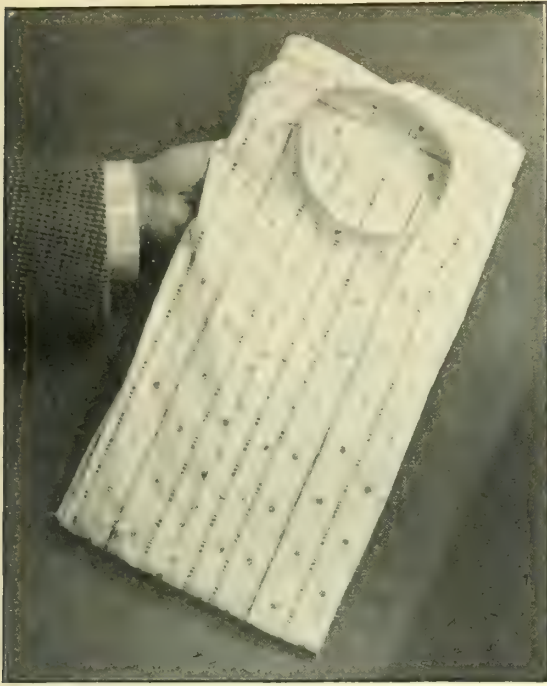
It is becoming more and more apparent that the high turn-down collar will have a hard struggle for existence in the Fall in the centres of fashion. English and American manufacturers are placing the wing collar on the market very largely, and the retailer will likely push it pretty hard. Manufacturers are trying to displace it, as there is not so much in it for them as in the ordinary wing or straight standing collar, and complaints are often made of the impossibility of selling any satisfactory quantity of ties other than the small bows or string ties. But at present the high turndown collar is still selling well—better than any other—and some dealers would not be surprised if it continued to be worn in this country well into the Winter season if not all through it.

The Canadian people are slow to change in such matters, compared to the Americans, and, as the wing collar is only a revival, and not an innovation, there may be good grounds for the beliefs of these dealers. But all dealers, whether or not they have confidence in the popularity of the wing collar for Fall, are buying very carefully, and, therefore, wisely. There is little doubt but that in the United States the high, turn-down collar will drop out, but in Canada it is different. The new collar is shown with medium sized flaps, with square and round corners, the former of which is likely to be preferred. There is still a good sale for the straight standing collar, and this will probably be increased in the Fall. Dealers can always depend on this collar selling. Both square and round corners are worn, with the preference, if there is any, for the former. One or two places are showing a quantity of the old turn-down, which they say sells well during Summer to certain people. But the general demand for such a collar is next to nothing.

\* \*

## THE NECKWEAR TRADE.

A change in collars will probably result in another in ties, especially since the high turn-down collar is suitable to so few shapes in neckwear. So that the Fall trade may run on an entirely different line, such as Ascots or even puffs. A tendency to larger ties will, in all probability, be noticed. The ordinary four-in-hand will be found suitable for wearing with the wing collar, and may be the leader of the Fall trade. At present, long, narrow derbies and string ties are selling exceptionally well, better, perhaps, than anything else. As to the batwing, this is very poor property and is likely to remain so. Some new flowing ends are being shown in the

*Printed Madras.**Box Plait fronts*

# “Salem” Shirts

“Salem” *Hot for* weather. *Immediate delivery.* “Salem”

White fancy weaves  
Anderson's madras  
Printed madras  
Box plait fronts

American percales  
Bedford cords  
White oxfords  
Golfing effects

Manufactured by  
Stewart, Allan & LeMaistre  
63 & 69 Latour Street, Montreal.

N.B. Our samples of Shirts and Waists for  
Fall delivery will be shown during August.  
White Shirts in Stock for July delivery.



**MEN'S FURNISHINGS—Continued.**

windows in rather attractive colors and designs, the latter mostly in wide diagonal stripes, but there does not appear to be much of a demand for them. Wholesalers, however, tell me that they are selling flowing ends in good quantities. I don't know where they go, for most of the city retailers declare that there is little demand for them, and some say that they have dropped out of the fashions altogether, never to return. Possibly this applies to the city trade only—and that to the first-class of it. In the country trade, there may be a steady demand for these ties in the Fall.

In regard to bows, a dealer said to me: "The King Edward bow has sold exceptionally well and is still in heavy demand, but it is on its last legs." Which means that for the Fall season the King Edward will not be worn. It is certain not to be worn if people adopt the new collar quick enough. But it will last through the Summer, without doubt, and be in good demand. Ladies are buying it to a certain extent, but after the first rush they went back to the small bow. The King Edward is being made by a Canadian manufacturer in two parts. The bow being complete in itself without the drooping ends. This makes a pretty bow, and anything with a new twist or turn in this bow takes well, because it has become so common that people will seize on every novelty so as to have something different from others. This, of course, applies to the city trade. In Toronto, the popularity of the King Edward bow was somewhat affected by the action of one of the large departmental stores, which cut up a great quantity of old flowing-ends and turned them into the new bow at ridiculously low prices. But the better class of goods sell also, for this bow is the only novelty for Summer wear that is shown.

\* \*

**COLOR IN TIES:**

Colors in the new bow are, as a rule, brilliant, but the plaids, stripes and figures in which they are shown are so neatly arranged that one could not call them "loud." In other ties there is a good deal of color also, some flowing-ends being shown with red or blue stripes on white ground, a return, in a way, to the light colored ties which once were so popular. But light colors do not take very well. There is a big run on navy foulards in spots and figures. The blue and white polka dot tie is a staple color seemingly for all time, but there are more than usual of this pattern shown now. It is always well to have some ties in this color. When people don't know what else to buy they invariably fall back on the blue and white tie, and whether in derby, puff, or bow, it looks well. Some ox-blood goods are moving fairly well.

About the latest tie out is called the "Vandyke." This is a short, narrow affair, with ends slightly widened so that they will make up easily into a bow. And when made up this bow is a pleasing one. It is shown mostly in very narrow diagonal stripes and in light plaids. It may be a success till the end of the Summer season.

\* \*

**TRADE IN COLORED SHIRTS:**

In laundered colored shirts there is not much change, nor are there likely to be any decidedly new patterns for Fall. Some slight change in shade or the widths of the stripes will probably cover it all. There is a good demand for them now, and this will doubtless be much greater when the Fall weather causes the negligees to be put aside. Alternating wide and narrow blue stripes appear to be the favorite. There is a great demand for negligees, however, in all colors and designs. No

matter how bright and flashy they may be, they sell easily. Though ox-bloods and blues are most in demand, they are not bought a great deal more than other colors, all of which have their admirers. Checks and plaids are the designs that sell, with a preference possibly to the latter. Stripes in negligees are much the same as in laundered shirts. If anything, they are wider. Pleated front negligees are good.

The demand for gloves is now, of course, very small. Nothing new is showing for Fall, indications being that the grey, suedes and tans will be the proper thing. There may be a run on some shades of tan, but whether it will be on very light or very dark goods it is not possible to say. A medium shade went well in Spring, and will likely do so for the Fall.

\* \*

**VARIETY IN BELTS:**

In belts, one of the newest things is the braided style, formed of small strips of leather interlacing with each other. These are shown in grey and brown. In the ordinary belt, besides these two shades, patent leather is going well. All have nickel buckles, plain in shape, nothing fancy being shown in this line.

\* \*

**STRICTLY SUMMER GEAR:**

Belts are shown by most dealers and sold in connection with white duck and flannel trousers. Duck trousers are sold the most, of course, on account of the price, but the flannels with very narrow stripes are good property also, in black, blue and white. For ordinary wear the black with thin white stripes seem to be best liked.

There is a good Summer trade in duck vests. These are shown in all light colors, the grounds in white or grey, and the designs in spots, light checks or stripes. The colors in the figures are mainly black or blue, though here and there a trace of some brighter color may be seen.

Golf coats in bright red, with brass buttons, and stocks in various light colors are among the seasonable goods on which some dealers are doing well.

\* \*

**SEEN IN DEALERS' WINDOWS:**

White duck pants, \$1 per pair.

Washing ties, three for 50c.

Pleated golf negligees, \$1 each.

Latest neckwear novelties, fine silk net flowing-end ties, 75c. each.

New fancy half-hose, 35c. per pair.

Leather belts, tan, 50c. each; patent leather, 75c. each; grey suede, \$1 each.

"Silkette" underwear, \$2 per suit.

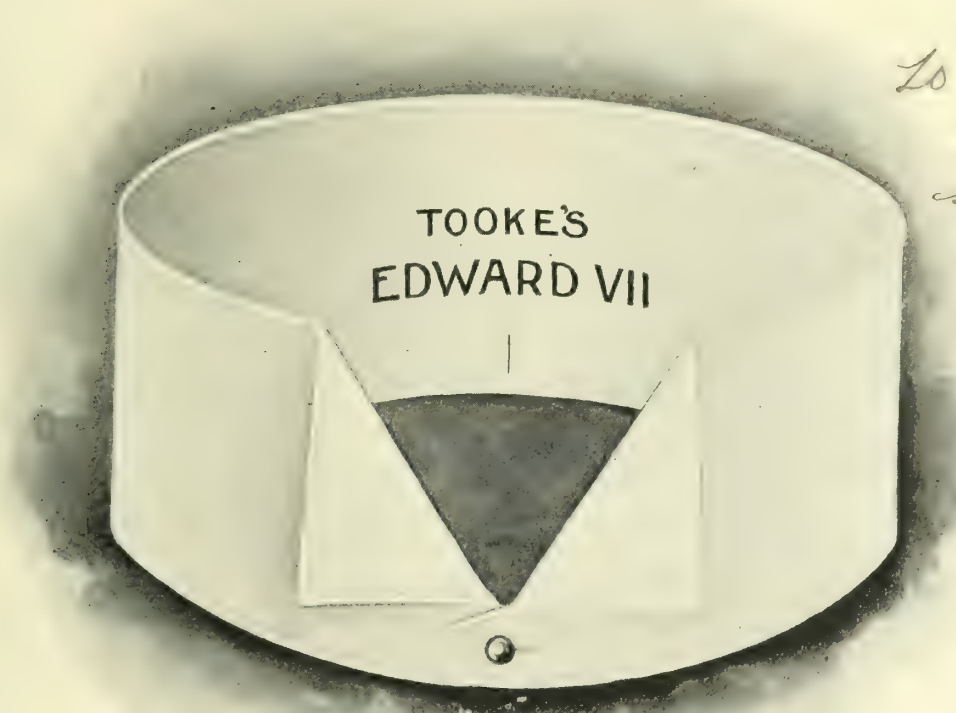
Pleated golf negligees, 85c. each.

"Vandyke" silk bow ties, 50c. each.

\* \*

**SOME CURRENT NOTES:**

The new automatic umbrella is only a newcomer, but there is every indication of its becoming a great success. The ease and rapidity with which it can be opened is one of its merits that is bringing it into favor, and the double ribs make it one of the strongest on the market. Dealers who have handled them declare that they were very rapid sellers, customers,



This collar is made by the most experienced hands in Canada.

Our celebrated "Iron Frame Linen," with  
selected linings, used in its construction.

Every collar ironed by hand. No better collar made.

Delivery after 15th July.

\*

Tooke Bros., Limited, Montreal.



**MEN'S FURNISHINGS—Continued.**

when shown them, taking them in preference to the ordinary makes without hesitation.

Travelling rugs some dealers have found to be unusually good. Bathing suits, too, are going well.

Leather goods are moving freely, and dealers expect a good season's trade. Chatelaine bags are among the best sellers, all shapes and sizes and in different leathers being taken.

A men's furnisher who makes a display of braces in one window and ties in another advertises them with cards in each window reading, "Cyclones of Braces at 75c." and "Torrents of Neckwear at 50c."

\* \*

**NEW IDEAS IN MEN'S GOODS.**

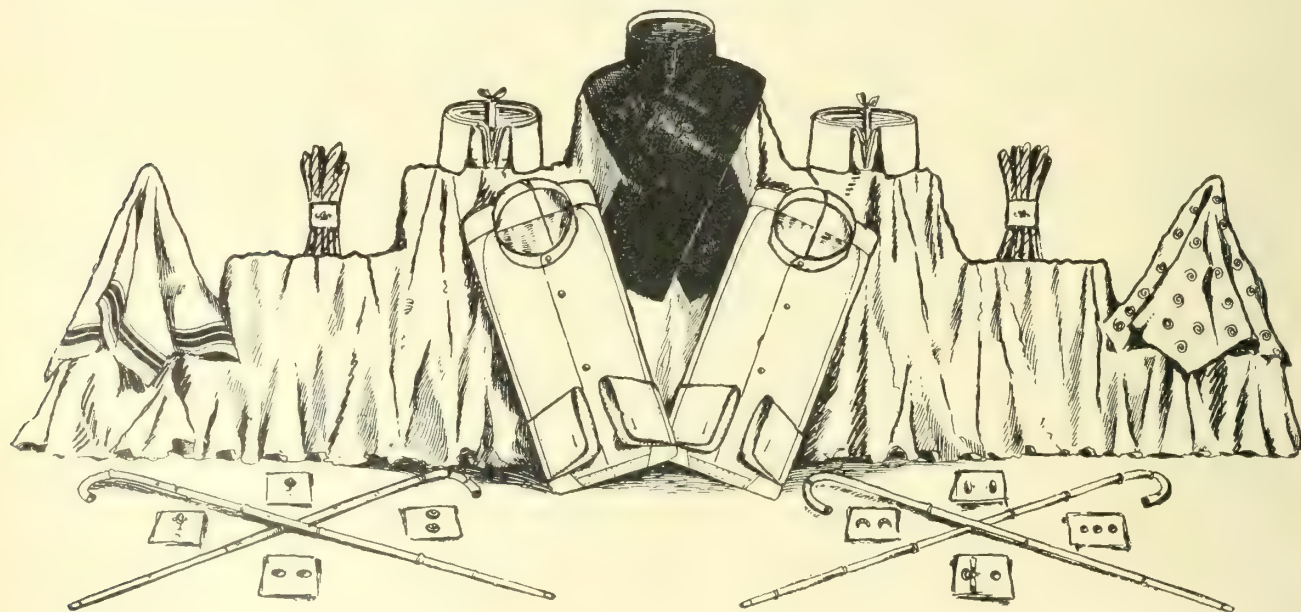
"Inclement" coats is a brand of men's short rubber-lined coats that the W. R. Brock Co., Limited, Toronto, have in stock—warm waterproofs, suitable for all kinds of weather for miners, teamsters, farmers, drovers, engineers and any class of men who have to be outside whether it rains or shines.

\* \*

Gault Brothers & Co. are bringing out a new shape of a bow, No. 197, the newest bow on the Boston market. It is made similarly to the ordinary butterfly bow, but is much larger and has pointed ends. The narrow 1½-inch derbys and graduates are still having a big run and the factory is filled up with orders.

\* \*

The design shown in the illustration is for a ground display, and is built up in stair form with collar boxes. These



are covered over with red or white cheese cloth, whichever color will provide the more suitable background for the goods. The stripes may be continued as far as the length of the window will permit.

\* \*

One of the very popular hot-weather shirts is the white-tucked front. Tooke Bros. are showing two lines, an "all-over" and a "cluster" tuck. Nos. 2961 and 2971 they retail at \$1.50 and have a steady demand at that price.

Another ready seller is their No. 4731, a fine white Madras in assorted corded effects.

\* \*

The W. R. Brock Co., Limited, Toronto, carry the new line of mufflers, called the Way Muffler. They were introduced



to the Canadian trade last year and were a great success. Once worn you will never be without one. Simple, durable, easily adjusted—hear it snap!

The best makers in every line nowadays put permanent merit into their goods. Following this policy the gloves of M. Erb & Co., of Berlin, Ont., are remarkable for durability and appearance. Among the numerous specialties tanned by the firm, the "Invincible Kid" gloves deserve especial mention, because they are made of pure chrome tanned stock, a quality heretofore unattained in kid leathers. They will always remain soft, dry and comfortable, and will not harden and crack, as old process tan.

\* \*

A new and taking catalogue for furnishers is out. It will be sent to any Canadian dealer by the Goodman Manufacturing Co., 2743 Fifth avenue, Troy, N.Y., who occupy a front

place among collar and cuff manufacturers. Their "Elk" brand of men's and women's collars and cuffs are too well known to require further description. They handle the best Irish linen that can be had, and yet the prices quoted on the goods are as low if not lower than the products of some other houses who do not put out such fine goods.

\* \*

"Cedo Nulli" suspenders.—Brophy, Cains & Co., the makers of these goods, report a most gratifying business in

# M. SAXE & SONS

Wholesale Clothing Manufacturers

18 St. Helen Street,  MONTREAL.

## MR. MERCHANT:

You will need some special good values to undersell that business rival of yours. We will help you. By sending us a postal card we will express prepaid some of our special Winter lines.

### See Our Special Line of

**\$4** All-Wool genuine Freize Ulsters, all shades of black, blue, brown, dark grey, olive and fawn, with heavy warm linings.

### See Our Special Lines of

**\$4** and **\$5** Men's Double-Breasted, Heavy, All-Wool Tweed Suits; over 50 different patterns and well-tailored with stout Farmers' Satin Linings.

### See Our Special

**\$5** line, 16 oz., blue and black, Men's Serge Suits, warranted all-wool pure worsted, fast color and perfect fitting.

### See Our Special Lines of

Men's Beaver Overcoats, Single or Double-Breasted, Black or Blue, and we start from as low as **\$3.50** up to **\$14**. We show a particular line at **\$4.50**, **\$5** and **\$6**.



**MEN'S FURNISHINGS—Continued.**

their new range—all double sewn with linen thread. They predict the whole trade will have to finish their goods the same way within 12 months.

\* \*

The Dominion Suspender Co., Niagara Falls, have received instructions from the patentee of the "President" suspender, Mr. McWilliam, of New York, that Canada must be advertised very extensively in the interest of the popular suspender. About \$20,000 has been expended in advertising it in the United States. The Dominion Suspender Co. have placed a contract for a number of automatic men figures wearing the "President" suspender and working from side to side by electric motor. These will be placed in their customers' windows in the large cities of Canada and will be sure to attract a great deal of attention.

\* \*

**WHAT BIG FIRMS SAY.**

Jno. Macdonald & Co. are showing this season a more extensive range than they have any previous year. Amongst the leading lines is a very heavy black sateen shirt that can be retailed at 75c., the regular price being \$1. Do not place your order for black shirts until you have seen this line, as it is unequalled in the trade. In black cashmere ½-hose they are showing very special value to retail at 25c. If you have not handled their famous "Walkeesi" black cashmere ½-hose with double heel, toe and sole, to retail at 50c., get them at once. They are sellers, they will outwear two pair of ordinary sox. In umbrellas, they are showing the patent runner to retail from \$1.25 up to \$3. Don't buy any other. Once used, always used.

The late Spring and cold weather have not been conducive to heavy shirt sales throughout the trade, but Tooke Bros. report a steady demand for stiff bosoms up to the first week in June. The tardiness in request for hot-weather shirts enabled them to get their stock of negligees in shape for instant and constant delivery. Results have justified anticipations. Their new showings, in Percales and imported Madras, are money-makers for the retailers.

\* \*

The W. R. Brock Co., Limited, Montreal, have secured some wonderful values in plain and ribbed black cashmere hosiery, and report having done a very large trade in Fall underwear, men's, women's and children's. Their range is second to none in the market.

\* \*

Gault Brothers & Co. are showing a nice range of nobby grenadine American neckwear which has been having a large sale. They come in bows and imperials.

\* \*

The Niagara Neckwear Co. Limited's Autumn line of silks and shapes will be ready for inspection in July. It will contain, as usual, novelties ahead of the times that would not be policy to mention at this early date. Good heavy all-silk Como Barathea cloth, in plain and machine-embroidered designs, will be one of the novelties fashioned into 1½ x 36 in. reversible four-in-hands. Puffs in new designs will be in good demand. Wide imperials will be limited in the up-to-date cities and towns, but narrow folded ones will receive considerable attention.

The Wyld-Darling Co., Toronto, say the goods that are moving best for the Fall trade are underwear and hosiery. The first is being taken in all kinds of goods, the preference being for natural wool goods. The firm are doing well on Shetland wool goods. These are ribbed, guaranteed unshrinkable, and can be retailed at popular prices with a handsome profit. They are meeting with wonderful success. In the finer natural wool the "Wolsey" range in various weights is selling as well as ever, and customers are commencing to ask for them in preference to others. Fancy stripes and ribs do fairly well. Some good values in fleece-lined goods are selling freely. This is a good 50c. line, and there is nothing to irritate the wearer as in the very low-priced wool stuff. In men's half-hose for Fall, black cashmere and worsteds lead. Oxford greys and heather mixtures in Irish knit goods are well liked. There is an increased demand for boys' and youths' sweaters. The large line has been added to by some fancy goods in soft wool with white trimmings and elastic ribs, which can be retailed for 75c. and \$1. A fine line of umbrellas for Fall is shown, with the latest imported handles, steel rods, and with the new 20th Century runner, which saves the wear and tear of the gloves in opening, and can be easily handled in stormy weather.

\* \*

According to Caulfeild, Henderson & Burns, Canadian plain woollen goods are going to lead for the coming Fall season, and they have made preparations for an immense trade in woollen knitted top shirts, etoffe-lined jackets, woollen sweaters, plain and fancy, which are selling rapidly now, and woollen shirts and drawers. Etoffe pants and wool pants are also going very well at present. A fine line of grenadine neckwear, which promises to be a popular material for the Fall, is shown in flowing ends and the new style of Windsor bow.

\* \*

Mr. V. de V. Dowker, manager of Gault Brothers Co.'s factory, has returned from his trip to the European silk markets. He says that people over there have not yet quite decided what is to be the proper thing for Fall and Christmas neckwear. Some think designed goods will go; others favor stripes. Mr. Dowker advises his customers to buy both. The flowing end will be in again this Fall, as it is coming back in the United States and has never gone out in Europe. The stand-up turn-down collar will be out of fashion, and the flowing end will be suitable for wear both with the straight stand-up and the wing collar, which are slated for a big sale. As for colors, the grounds will largely be cardinals, with navies and blacks strong. There will be two shades of cardinal shown.

\* \*

The Dominion Suspender Co.'s, of Niagara Falls, new Autumn line of "Trade Mark D" suspenders is the most brilliant, complete and extensive this firm ever produced. It is the result of months of hard work and study of their designers, comprising new and novel things in all classes of leather ends—styles that have never been seen before. One line worthy of mention is a new and exclusive Italian weave in neat and gentlemanly effects, with Egyptian designs of self colors, trimmed with black patent leather ends and solid gilt buckles. Each pair carries the firm's guarantee, and can be retailed at the popular price of 50c.

\* \*

To be or not to be. This is the question shirt manufacturers would like answered regarding men's shirt waists. Tooke Bros. have filled several orders from their leading

# HOT WEATHER HAT "TIPS."

## LINEN HATS

Full Shapes, \$4.50, \$6.00, \$7.00.  
Fishing, \$4.50.  
Helmets, \$4.50.

## LIGHT WEIGHT CRUSH HATS

Pearl }  
Steel } \$7.50 to \$18.00.  
Nutria }

## LIGHT WEIGHT FEDORAS

Pearl }  
Steel } \$7.50 to \$16.50.  
Nutria }

## SUMMER WEIGHT CAPS

White Duck Yachting }  
Linen Yachting } \$2.25 up.  
Varsitys }  
Hook Downs }

## HAT GUARDS

All Lines—\$3.00 up.

Letter Orders carefully filled.  
Special Midsummer Discounts.

James Coristine & Co., Limited,

62 and 64 McGill St.,

... MONTREAL



"Well, Jones recommended these imitations to be just as good—Now I deal at Smith's." It will pay you to be honest and sell Stanfield's Unshrinkable Underwear.

Truro Knitting Mills Co., Sole Makers, Truro, N.S.

**E. & S. CURRIE.**

MANUFACTURERS  
OF

NOTHING  
BUT

**NECKTIES**

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST.

**TORONTO.**

ONT.



**MEN'S FURNISHINGS—Continued.**

customers, but are not putting any samples on the road, letter orders having kept this department busy. The method used by this firm for adjusting and fastening the waist to the trousers is simple and effective.

\* \*

The selling bow now is the Duke of York and King Edward, say E. & S. Currie, both of which are made up Windsor bows. These bows are now almost wholly used with the steel shield, a Canadian patent, we are glad to say, which is taking the United States trade by storm. To the very high-class trade narrow derbies go the best. Flowing-ends, according to one of the best authorities, are not selling at all well, nor are they likely to be revived for some time. With the arrival of Fall weather and the wing collar, indications are that puff ties will lead all others. Materials have been running greatly on foulards, but in the way of bows, grenadines are now away ahead in sales, being much better liked for the hot weather.

As to colors, it is hard to say what leads, though if any one color is particularly successful it is blue. In grenadines, a good quantity of light mixtures are sold. It is predicted that one of the leading shades, if not the foremost of all, for the early Fall trade, will be grey, and black and white mixtures, principally the former. The success attending Messrs. E. & S. Currie's patented steel shield for bows is gratifying to Canadians. Nearly 10,000 dozen have been sold in Canada already, and in the United States there is practically no limit to the sale. From their recently opened branch in London, three cables have been received for these shields, the last of which was for 100 gross. The old cardboard shield is out of it.

\* \*

Stewart, Allan & LeMaistre report a strong demand for short shirts, otherwise known as men's shirt waists. Blue and ox-blood are still in demand. The way they buy, make and deliver goods has been substantially approved by the merchants with whom they have done business.

Purchasing goods frequently enables this firm to place only new and up-to-the-moment patterns before their customers. They are now prepared to deliver white shirts in assorted length sleeve in box. All hand-ironed goods.

It is the intention of F. W. Stewart and P. M. LeMaistre to go to New York the middle of July to purchase shirting for September delivery.

Stewart, Allan & LeMaistre have out a new card for their men's shirt waists, "Salem Short Shirts." The demand for this class of goods is away ahead of their capacity.

\* \*

Mr. A. B. Edgar, the neckwear buyer for Tooke Bros., Limited, has just returned from the European silk market quite confident that he has made a successful buying trip. The strong feature of Fall ranges, he predicts, will be red, both light and dark; the leaders in colors will be scarlets, grenat and navies. Of course, black grounds will be worn as usual, while hunter's green has gone out altogether. There will likely be a big demand for light Christmas neckwear; in fact, the tendency in that direction seems stronger than usual. In designs, both broken bar stripes and small set figures have been bought and are considered orthodox; they have been made up into some beautiful effects, and are quite appropriate for the Fall shapes.

As for cloths, baratheas have gone out. There is now a demand for better stuff than ever before, and this year the staple cloths for Fall will be satin grenadine and twill all silk

and surahs. Tooke Bros. will show a special line of lights and darks in heavy all-silk goods to sell from \$6 to \$9. The demand last season was for a heavy cotton warped cloth, but people have lost this notion, and now want a good handling fabric. For the early Fall trade there will be a big run on the new matalasse cloth, which is being shipped to the United States in large quantities, and which cannot be praised too highly. In fact, New York is buying it more freely than any foreign cloth made. It is shown in neat set figures and neat bar stripes, and is a rich handling fabric.

The tendency in shapes is clearly defined. This Summer it is seen in the tendency to wear hunting stocks with the string Ascot, which are selling very fast, and it is more than likely the taste will run strongly in this direction when the wing collar comes back into popularity, as it must. The flowing end is to be another good selling shape. Before he left for Europe, Mr. Edgar spent some time in New York studying the outlook for Fall, and, as his investigations have been most thorough, his opinions should count for much with the trade.

\* \*

**A GROUNDLESS RUMOR.**

A regrettable, because inaccurate, rumour has been going around the trade in regard to Stewart, Allan & Lemaistre and their work. Someone has been rash enough to say that they have not been manufacturing the "Salem" brand goods, but have been importing them direct from New York. This involves a compliment for the firm's goods, but they are too honest to practice deception, and too patriotic to have their Canadian shirts go by a Yankee misnomer. Moreover, Mr. Allan should have all the credit that the workmanship on these goods brings him. THE DRY GOODS REVIEW can assure the trade that the factory at 63 69 Latour St. is a factory in as much as that name implies, where one hundred hands are at work trying with might and main—yet in vain—to keep up with the orders that are coming in for "Salem" brand shirts and shirt waists, not one of which is sold that is not made in its entirety in this factory. Stewart, Allan & Lemaistre claim that their goods are even better than the American productions, for, like most Canadian makes, they are not scimpy. The trade will, then, take no stock in this rumour. This firm plays an open and-above-board game.

\* \*

**THE SHIRT WAIST, OR SHORT SHIRT.**

That shirt waists for men will be worn to some extent is now an established fact. The hot days of the last week in June have brought many orders upon our Canadian manufacturers who have gone into the business, and they cannot turn the goods out fast enough to satiate the demand. Even precise dressers have taken to the new idea, and all the manufacturers, heretofore sceptical, have decided that there will be a run on the goods from now till the end of the hot weather, and next year will see them generally worn.

There has been only one serious mistake made in heralding these shirt waists for men, that was in regarding them as wearable only without a coat. The name should be short shirts, for they may be worn under the coat on the street, and then in the store or warehouse the coat may be taken off, with a pleasing and comfortable effect. A great many people, however, are wearing them on the street without coats.

Mr. G. H. Bishop, who represents Messrs. Hudson, Sykes & Bousfield, of Leeds, England, in this country, and their travelling representative, Mr. Clayton, visited the trade in Quebec city last month.



Representatives:

Nisbet & Auld, Toronto, Toronto and the West.  
W. Bianchi & Co., Philadelphia, United States.  
S. E. Hue, Oxford, N.S., Maritime Provinces.



# Telling Results.

---

For the past two months we have been laying the foundation for the coming Fall Trade.

During that time our Resident European and American Buyers have visited every manufacturing centre of fashion from which Millinery, Millinery Novelties, Lace, Embroidery and Fancy Dry Goods Creations are evolved.

The result is that we now have in the hands of our Representatives in the different Provinces a complete and most effective range of Fall Samples.

That our offering is far reaching and telling is evidenced by the orders coming in from all parts of the Dominion. If you are open to conviction wait the arrival of our representative on your route, when ocular proof will convince you that we have the right goods, and therefore the goods you require.

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## S. F. McKinnon & Co.

Wellington and York Sts.

\_\_\_\_\_TORONTO.

# The Millinery Season

... FALL, 1901 ...

## SPECIAL LETTER ON THE LONDON FASHIONS.

LONDON, June 22, 1901.

IF I were asked what were the greatest novelties that the notaries of fashion had displayed this season, I would, unhesitatingly say: "boleros and sunshades," and, as I made an endeavor to describe the newest of the former in my last letter, I will now try to give some idea of the dainty sunshades which have been seen over here at the races and elsewhere this Spring.

The sketch which I am sending, will explain the fact that sunshades this year are for ornament as well as for use. The



An Ascot Sunshade and Lace Bolero.

This was an Ascot sunshade and to be worn with it was one of the ever-present boleros. This one was entirely of fine white lace cut (as shown in the sketch) with short coat tails and long pointed ends in front.

Over the shoulders extending to a point at the waist line at the back, and ending at each of the front points, was an applique of black lace in floral design. This was also continued down the outer side of the sleeves to the elbow, where one of the big elbow puffs (which promise to be very modish this Summer), broke the line between the shoulder and the wrist. Once again let me remark that these puffed sleeves can only be worn by a tall woman with small hips.

The vest worn with this waist bolero was of tucked white silk chiffon, lined with pale pink silk to match the roses on the sunshade, and the tucked silk collar was of the deepest tone of pink to be found in the flowers.

Another new sunshade which was a perfect dream of beauty was in white and heliotrope (the most favored color of the day). Around the top was a deep piece of white silk net

cut in points, each point reaching about half way down the gore. On this net was an elaborate pattern in applique of heliotrope glaze silk. It was finished with a narrow ruche of the silk. Below this ruche the chiffon was gathered into two more ruffings about four inches apart and then drawn into another ruffle at the edge above a full frill of Mechlin lace.

Still another model was of heliotrope silk covered with very soft, white silk, in tiny tucks from top to bottom. Near the top was a waved circle of white lace motifs, from beneath which the chiffon was cut away to allow of the heliotrope showing through the lace. Another circle of motifs was arranged at the edge, which was bordered by a soft ruffling of mauve chiffon, a chou of which appeared at the top of the sunshade around the point of the stick. The lace motifs were richly embroidered and edged all around with gold thread.

Towards the end of each of the last three seasons we have been assured that the blouse-waist was dying out of fashion and would not be seen again; but it has never yet allowed its death knell to be sounded, and is still with us. This year it is more elaborate than ever, and woe to the amateur who attempts its manufacture.

It was my good fortune to recently have the opportunity of viewing a number of exquisite silk blouses which had just been prepared for a well-known leader of fashion by a Court dressmaker who makes a speciality of this part of one's wardrobe. In almost every instance they were accompanied by a guimpe (forming the vest and collar) which fastened at the back and was held down by tapes from the front and back fastening around the waist. Little Charles I. collars were seen on many of them, while others were edged around the vest with appliques of lace or embroidery and cut out in the form of the applique. Many of the sleeves were almost tight fitting from the shoulder to just above the wrist, where they expanded into a full puff, before being caught into the narrow cuff which was often of transparent lace.

The amount of tucking and the intricate designs in which the lace insertions and the exquisite hand embroidery appeared upon these dainty little blouses made them impossible of construction to any but a most skilled dressmaker. The collars alone were works of art: Little tucks running in different directions overlapped by tiny points outlined with the most delicate embroidery and held down (ostensibly) by one, two or even three of the most minute gold buttons; exquisite transparent lace, hand embroidered with gold thread and interrun with baby ribbon or velvet, or even strands of chenille, and invisibly wired to fit the neck; and many other ideas equally well worked out. Such were the collars, and they will give an idea of the elaboration of the remainder of the garments.

The cotton shirt blouse we have also with us, but the days of its simplicity are ended, and it also has its share of tucks and insertions, and its sailor collar and little separate vest.



**THE MILLINERY SEASON—Continued.**

The stiff fronted shirt seems, happily, to have really had its day. I have not seen one this year.

Many are the pretty muslin and lace costumes which the last few warm days have brought out, to say nothing of the dainty cotton blouses which we meet at every turn, and which must make the heart of the laundress to rejoice.

The Empire style for evening wear and for tea gowns is much the rage just now both in Paris and London, but it has been brought to such perfection this season that, instead of hiding all the most beautiful curves of the figure, as in days gone by, it is just these curves that it emphasizes. Indeed, nothing could possibly be more graceful than some of the new Empire models. I will describe some of them in my next letter, and will also send a sketch of the new Empire ceinture which a clever Parisian corsetiere has designed for wearing with these gowns. It is a chic little affair, merely supporting the bust, with straps over the shoulders, and fastening with three little buttons in front.

The latest of the new straight-fronted corsets which have been made in Paris have no busks; they lace across the front and are perfectly flexible, and are cut extremely long in front. Most of them are supplied with suspenders both in front and at the sides, an arrangement which is admirably conducive to keeping them in place, but which does not look as if it would be remarkably comfortable.

MARY IVERY.

**A FEW NOTES FROM PARIS.**

Fashions in Paris are inclined to run more to the fantastic order of millinery than usual, but the shapes and shades, though greatly varied, are attractive and artistic. There is, on the whole, a good deal of the style of the Marie Antoinette period. At present, beiges are the colors in greatest popularity, but close to them are greys, blue greys, pastel shades, green almonds, and blue in all shades. Black and white is being much used, and so are creams. Reds, however, though appearing now and then, are not in very great favor.

One of the greatest novelties is a toque with double plateau, the under one of which is black and the upper a mat-white Cuba. Both are indented slightly, and each has an inch-wide ruche of black velvet ribbon. Under the left side is a piquet of white roses and another of black. Two broad black couteaux passed through the crown make up the rest of the trimming.

White tulle bows are a novelty that appears to be making great headway in Paris millinery. And the large round buckles are also popular. The newest way to use them is to sew loops of narrow black velvet ribbon all around them, and, when shown up by pale blue, white rose or fawn, they look exceedingly well.

The capeline may be seen in almost every shape, either with flowers or feathers. Hats with the brims very enleve at the side and curved under at the back are trimmed with an aigrette or a long branch of flowers, and are one of the features of the season. Besides these, the Tricorne, in either straw or crin, or else composed entirely of flowers, is a leading hat. Some of the shapes have black crowns and turned up brim on white straw, or vice versa.

Pompom roses are greatly used and are very swell. They are frequently placed under lace or gauze.

**THE CANADIAN MILLINERY SITUATION.**

When a representative of the DRY GOODS REVIEW called at the warehouse of the S. F. McKinnon & Co., Limited, he found all hands busy. Although late in the season, a number

of buyers were in the different departments, some of them having been attracted by inducements offered to clear odd lines such as every business has to deal with at the close of each season. Department hands were also busy preparing for taking stock, which is done by this firm at the end of each season.

"Has it been a satisfactory season?" was asked. "Generally speaking, it has been," was the reply, "although by no means without its unforeseen drawbacks or disturbing elements. The season opened well, and gave promise in April of great results, but when the month of May was reached disappointment was met with, when a slight chill fell over the whole millinery field, unusually cold, wet weather continuing far into May, which is usually the millinery harvest month of the year. So climatic influences, over which the trade fortunately has no control, considerably reduced the season's average trade, and what promised at one time to be a record breaker, will, in our opinion, even with the deduction, class as a satisfactory millinery season."

"You ask if there was any special feature peculiar to the season? Yes, the marked feature of the season was the great demand for chiffon and the extent in which chiffon effects have been worn, and even hat buyers, who do not often miss the mark, had to scratch their heads at the sight of the chiffon innovation. Surely that was all right? Of course it was, for we have sold more chiffons this season than we did in the three previous Summer seasons put together. Only so many chiffon hats being made had a marked effect on the dress hat trade, this being very apparent for the past two or three weeks.

"Chiffons and black satins and velvet ribbons have had a wonderful innings, and will hold the field for the balance of the season. Our faith is so strong in both for the July trade that we have large cable repeats in both timed to arrive about the end of June.

"Taking a look forward, everything looks bright and promising for Fall, as, notwithstanding all the May and June rains, so far the country looks remarkably well and crops very good—the great factor in business calculations.

"Following up closely what has already been sold and provided for the coming season: For the early trade at least hats of the ready-to-wear cast will be prominent features, particularly in camel's hair and stitched effects, in which many new and stylish shapes are shown, and finding much favor with the trade. Dress shapes and sailors, of course, form a large proportion of the samples representing Fall styles as produced by the leading hat manufacturers of England, France and America and shown in our collection.

"Goods of a more staple character which will mingle with and combine in perfect harmony with the many rich trimming novelties showing in the season's collection are silk velvets in plain, panne and fancy effects. The trade may build on silk velvets. Nothing can be more stylish or ladylike or more harmonious in blending with all friendly trimming relations. In goods of a strictly millinery character conspicuous features in our up-to-date collection are Persian or cashmere effects, sequin novelties in ornaments, trimmings, passementeries and crowns.

"Laces, trimmings, fancy birds' breasts, ostrich effects and buckles will all be leading features in the garniture of Fall millinery.

"Referring to our manufacturing department, there we have been very busy for some weeks on Fall mantle orders. Until recently considerable doubt has existed in the minds of the trade generally as to the length and style of back that would go to make up the correct ladies' mantle for the coming Fall.

# MILLINERY GOODS

→ FALL 1901 ←

INSPECT  
OUR STOCK  
OR  
SAMPLES.

Preparations for Fall Trade are sufficiently advanced already to warrant the statement that our stock for the coming season will be not only the largest and most varied we have ever shown, but in respect to novelty, style and value, unsurpassed in the Dominion.

Orders through our representatives who are now on the road, or by letter direct to the house shall receive our best attention.

## G. GOULDING & SONS

LONDON : 3 St. Martin's House, Gresham St.  
PARIS : 35 Rue Poissonniere.

55 Bay St., TORONTO.

## DISPLAY FIXTURES and FORMS

Wax Figures, etc.

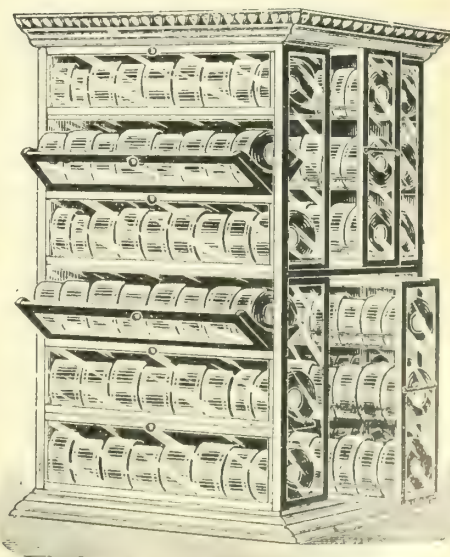
Nickel and  
Brass . . .

Fixtures.



Our Special Line: Millinery Wax  
Figures, same as above cut, only  
**\$12.00.**

Illustrated Catalogue Post Free.



Practical Ribbon and Glove Cabinets.

A. S. Richardson, 425½ Yonge Street, Toronto.

*All cuts to Henderson & Co. 8-10 Lombard  
2/11/01*



# *"Lawrus" Fabrics.*

## FALL 1901.

These fabrics include several specialties in Black and Colored Dress Goods, also Covert Coatings, "Pirle Finish," and a large and varied assortment of Plain and Fancy Homespuns, all of which fabrics are most suitable for the Canadian market.

EVERY YARD STAMPED "LAWRUS."



SUPPLIED ONLY BY . . . . .

# LAW, RUSSELL & CO.

BRADFORD, ENGLAND.

# CAVERHILL & KISSOCK.



Alexandra.



Boston.



133.

WE ARE WITHOUT DOUBT THE PREMIER MILLINERY HOUSE OF THE DOMINION. OUR TRAVELLERS HAVE BEEN ON THE ROAD SINCE THE BEGINNING OF JANUARY WITH THE FINEST AND MOST COMPLETE RANGE OF SAMPLES EVER SHOWN IN CANADA. WE HAVE HAD AMPLE PROOF OF THIS BY THE REPORTS FROM THE VARIOUS TRADE CENTRES. OUR BUYER IS NOW IN EUROPE AND WILL VISIT ALL THE GREAT MANUFACTURING CENTRES. IF OUR TRAVELLERS HAVE INADVERTENTLY OMITTED TO CALL ON YOU ON THEIR TRIPS, A LINE TO OUR LETTER-ORDER DEPARTMENT, WHICH IS THOROUGHLY UP-TO-DATE, WILL HAVE THE DESIRED EFFECT.



Outing.

*all to  
A & W Haines  
Mont.  
6/7/01*



Tourist.

# CAVERHILL & KISSOCK,

MONTREAL.



**THE MILLINERY SEASON—Continued.**

Now that this most important question has been practically settled, and our predictions have been fully borne out, orders are coming in very freely from all districts, and we feel confident that manufacturers and retailers alike need not only anticipate, but provide for, a good Fall mantle trade."

**A MONTREAL BUYER IN EUROPE.**

Mr. Harper, the European buyer for Caverhill & Kisson, Montreal, is now in Europe, and, according to last advices from him, feathers will be greatly worn this Fall; so much so, in fact, that prices have advanced lately by 30 per cent.

This house report that their early Fall trade is now well under way, and the goods they are showing are moving out well. They have now finished stock-taking and have opened up a nice range of ready-to-wear hats in the latest shades and shapes, some illustrations of which may be seen in their advertisement. Their Aragon, Winnifred and Calumet are neat and nobby shapes of the orthodox light shade, trimmed natively with fancy printed satin and ornamented with quiet buckles. Their range of ready-to-wear goods is well worth inspection.

For Fall styles, besides feathers, one of the leading features is to be panne velvets with chene effects which will be exceedingly good property. Eagle quills are being worn a lot on the other side, while printed satins are to be particularly noticeable on ready-to-wear hats. The principal colors for early wear particularly will be steel, argent, castor and nutrias. This is to be a great light season.

Caverhill & Kisson's big Fall opening will be held in their handsome warehouse, either the last week of August or the first week in September. Milliners should make it a point to be on hand to see this display.

**A GLANCE AHEAD IN STYLES.**

Velvet and satin ribbons, laces, chiffons and black silk flowers are the best selling goods in the wholesale millinery trade at present. Leghorn hats are to the front also, as usual, Blues and pinks are the colors most in demand. For the Fall castor is thought to have the leading place. But it is shown in the darker shades, more of a beaver. Cashmere effects will also be good for the Fall trade, and the demand for velvets, it is said, will be stronger than ever.

In ready-to-wear hats, castor, grey and steel will likely be the popular shades. Goulding & Sons are showing some novelties in ready-to-wears which should be popular for outing. These are in fedora shapes, made of Cuban straw with red felt top. The ends of the band are tipped with metal ornaments. Another line has an undertrim of plaid Cuban straw and a draped band of the same, with a buckle on the side. These too, are covered in felt, the principal colors being red, blue, grey and castor.

The shirt waist hat, which was brought on so late in the Spring season, is made over in felt and makes an attractive hat. It will probably be a success for the Fall trade.

Stitched effects will be popular. There are several varieties of these, one of which, with felt strips sewn along the stitched lines, presents a novel appearance.

**A GROWING CONCERN.**

Four years ago Messrs. Clark, Pennock and Van Delinder started a wholesale millinery business in a small way in London, Ont. At that time they occupied one room, 20 x 30 feet, and employed one office hand, who constituted errand boy, receiver, shipper, etc.

Last week, a DRY GOODS REVIEW representative had the pleasure of calling on this firm, and was greatly surprised to

see the spacious building they now occupy. Their 20x30 foot room has grown into five storeys in the best wholesale building in London, giving them a total of 21,230 square feet of floor, all of which is utilized. A glance through the different departments shows a clean and well kept stock, revealing none of that dust and shopworn appearance so often found.

Their new building is situated about three minutes' walk from the Grand Trunk station and the same distance from the business centre of the city, on the west side of Richmond street, or Wholesale Row, as it is better known to the trade.

The business of Clark, Van Delinder & Co., as the firm is now known, has grown proportionately with their floor area, as is evidenced by the fact that they now have a well-organized staff of travelling salesmen covering Ontario from east to west, and these same genial gentlemen may be met in every city, town and little village in the Province.

Now, such a rapid growth as this didn't just happen—was not the result of a series of lucky accidents. Great fortunes are sometimes gathered in almost by accident, but great businesses never grow that way. Practical millinery men, discriminating taste, keen, shrewd foresight, a level-headed use of experience gained, honest treatment of customers, up-to-date goods and prices right, have been the cause of this firm's success.

Clark, Van Delinder & Co. are now preparing for their Fall openings to be held in London, Toronto and Ottawa, in the latter part of August and early in September, and promise to give more varied and correct styles of millinery than are to be found anywhere else outside of Paris and New York.

Mr. Chas. Clark, who does the buying for this enterprising firm, spends a portion of his time on the road among the retailers, thus keeping closely in touch with the wants and ideas of the trade, which would seem to be almost a necessity for a buyer in the millinery business. Mr. Clark is at present in Europe, and will spend a couple of months there picking up the latest ideas in the millinery art. He will then return to New York, spend a short time there, back to Canada for three months and then away again to Europe, keeping this up the year round.

**FANCY GOODS.**

Amongst new fancy goods shown by Brophy, Cains & Co. we must not forget to mention ladies' Windsor and fancy scarves. They are showing a beautiful range in plain and fancy tucked, frilled and fringed silk, also lace scarves in all widths and lengths, Lisse embroidered and lace and silk combinations in a variety of designs and prices to suit everyone. They are also showing a range of silk all-over tuckings and silk and lace combination all-overs—the popular goods of the day in England—and beyond a doubt bound to become the same here.

**EMBROIDERED GOODS.**

Brophy, Cains & Co. have just put into stock a further line of their embroidered turnover collars in the newest designs, and now have a full line to retail at from 10 to 30c., some of the patterns being exceedingly chic.

In embroidered handkerchiefs, too, they are showing a very large range, both in Irish and Swiss goods, to retail at from 5 to 50c. No one can afford to miss seeing their ranges to retail at 5 and 10c.

They claim to have bought something entirely new in these goods for the Christmas trade, samples of which will be shown next month.

# Prepared for a Still Larger Business.

---

This time last year we were preparing for an increase on the previous year's business. But we had no idea that the increase would be so great as it turned out to be.

This season, with enlarged premises, a larger stock to choose from, more travellers on the road, more help in the warehouse and improved shipping facilities, we fully expect to double up on last year's sales.

All these additions and changes have not been made without good reasons.

Our customers have proven, by a steady and increased patronage, that they appreciate our efforts to do the millinery trade of Ontario, and we are sparing no pains to maintain and develop the trade we have been favored with.

Our buyer, Mr. Charles Clark, travels among the retailers about four months in the year, thus keeping himself posted on the wants and ideas of our customers.

He is thus both buyer and seller, and the Trade gets the advantage of his double knowledge.

"Our Customers' Interests" have been the guiding principle of our business, and, of course, their interests are our interests. This, combined with the fact that every member and employee in our firm is an untiring worker, is one secret of our success.

The many mail orders we receive show the confidence the Trade places in our taste and judgment. We appreciate this confidence, and will take great care to insure its continuance.

## Our Fall Millinery Openings

will be held in **London, Toronto** and **Ottawa**, in the latter part of August and early in September.

---

**Clark, Van Delinder & Company,**

(Successors to Clark, Pennock & Co.)

**WHOLESALE MILLINERY**

**London, Canada.**



# Strathcona Rubber Company

## Montreal.

---

*Mr. E. L. Rosenthal, formerly manufacturing Waterproof Clothing under the firm name of The Beaver Rubber Clothing Co., has now started under the firm name of*

### Strathcona Rubber Company.

*Mr Rosenthal has just returned from a trip to England and the Continent, where he secured all the Latest Designs in Cloths, Styles, etc. for this Fall. He will be prepared within one month from now to fill all orders entrusted to his care.*

*The Trade throughout the Dominion know the straightforward manner in which he has conducted his business in former years. Strict attention to business, prompt filling of orders and securing the Latest and Best Designs and Values, will be the motto of the new firm.*

*We hope to be favored with a share of your patronage in the future as in the past.*

*Samples will be ready and travellers will start out about the middle of July.*

**DON'T** place your order until you see the **Finest Line of Samples ever shown by a Waterproof Manufacturer in Canada.**

**NOTHING BUT THE LATEST AND BEST.**

## Strathcona Rubber Company, Montreal.

E. L. ROSENTHAL, Proprietor.

THE PIONEER WATERPROOF MANUFACTURER IN CANADA.

**J. J. HENDERSON**

**SPECIALIST IN STORE MANAGEMENT**—Fifteen years' experience in biggest Canadian store.

**Correspondence Solicited** on all matters pertaining to management, organization, advertising, systematizing, special sales, expenses, etc., as applied to businesses, small or great.

State your **difficulties or requirements** Perhaps I can help you. Everything strictly confidential. **Reference:** THE DRY GOODS REVIEW.

**J. J. HENDERSON**

86 BAY STREET, - - - - - TORONTO.

**W. T. Benson & Co.**

164 St. James Street,

**MONTREAL**

IMPORTERS AND DEALERS IN

**Foreign, North-West and Domestic Wool**

DYESTUFFS, ANILINE COLORS, DYEWOOD EXTRACTS

AND ALL CHEMICALS, COCOANUT OIL, PALM OIL,

TALLOW, ROSIN AND ALL SOAP STOCKS. . . .

# Where Stanfield's Unshrinkable Underwear is manufactured.



**Hold fast to the good.**

Yes, you can get along with some other make of Underwear, but there is no telling where you will get to. Maybe you have sold STANFIELD'S UNSHRINKABLE UNDERWEAR for years and have enjoyed freedom from complaints, which are so common with other makes of Underwear. Maybe somebody wants to sell you something exactly like STANFIELD'S, if not better. Will you listen to the Siren song of the imitators who have something resembling it outwardly, but which is lacking in all the internal good qualities which have made STANFIELD'S UNSHRINKABLE UNDERWEAR famous the world over, or will you

SAMPLES FOR THE ASKING.



**Hold fast to the good?**

**TRURO KNITTING MILLS CO.,**

Sole Manufacturers,

TRURO, NOVA SCOTIA.

*To Truro Knitting  
29/7-201*

*B*





### The Canadian Hat Trade.

The season has been rather backward for a good trade in straw hats, and it has not been as satisfactory as in previous years. A fair amount of goods are moving, though, and the recent warm weather has caused the trade to pick up very greatly.

Rough straws are selling almost altogether. Those with two, three and four thicknesses of brim are preferred to the lighter varieties. The bands are invariably in blue or black. One large retail house, The W. D. Dineen Co., showed me, besides these, a line of Dunlap's straws with turned-up brim which they said were very good property. Grey straws with fancy bands are also shown, but they are not greatly in demand.

The split Panamas, in Alpine shapes, are fulfilling expectations. They are particularly suitable to middle aged and elderly men, though I have noticed a number of young men also wearing them. The bands are all in black.

In felts, the soft grey hats are still leading by a good deal, and they will continue to do so until the Fall season opens. The Duke of York hat is as popular as ever, and may be one of the best selling shapes for Fall. One dealer tells me, however, that he expects to see this hat drop out in the Fall. "There is sure to be something else to take its place." I cannot believe this. There may be alterations in the shape of the present Duke of York hat, but the style is not likely to go out as soon as that. Another dealer has expressed the belief that it will become a staple, as it fills a place between the silk and derby that no other shape can quite occupy. Anyway it is likely to be a good seller for the Fall trade in cities. There are as yet no new hard hats shown, nor is it probable that anything very different from the present shapes will be placed on the market. A slight turn of the brim or something like that will cover it all. The prevailing cold weather, which had an effect on the sale of straw hats, may indirectly affect the Fall trade in felts, as people are much better supplied with felt hats which they will wear in Fall than if the Spring season had been a warm one.

The travellers for wholesale houses now on the road with Fall styles are meeting with fair success. The trade would doubtless be much larger were it not for the backwardness of the past season. There is a fair demand for the Grand Duke hat, but the King Edward is said to be selling better. In other stiff hats the English samples for Fall are very like the Spring goods. American manufacturers are showing a larger-shaped hat, but it has not been taken up in Canada yet, though it may go later on, in Spring, perhaps, when most of the changes are made.

The straw hat works of the estate of J. Arthur Paquet, Quebec, which are now for sale, offer a splendid opportunity for a paying investment. Everything in connection with this factory is in first class order, the expenses of organization and introduction have all been met; the factory is most pleasantly located in a part of the city most appropriate for the manufacturing of straw goods, and the employes and operators have been well trained. Finally, the machinery is up-to-date, and the methods employed in the manufacture are of the most modern kind throughout. As the sale is brought on only by the premature death of the founder, and is thus well explained, the factory should not long go begging a purchaser.

### The Panama Straws.

Panama straw hats have always been looked upon as a good deal of a luxury by the average man, who is apt to consider any kind of straw hat a cheap affair at best, and does not care to spend \$15 or \$25 on one. But now, since the natives in Central and South America do not make up the hats, but merely weave the grass into a cloth and send it to North-American hat manufacturers to receive its shapes, the Panamas can be bought at a much cheaper figure, though a really good article still costs from \$12 up.

The cheaper grades, some as low as \$3, are rapidly taking a front place in Summer headgear, and on the streets of our cities may frequently be seen the Panama hat, generally in



An Old Storehouse for Furs in Montreal.

fedora shape. There is no doubt but that now, when these hats are put on the market at something like reasonable prices, there will be a great increase in the sales, and the Panama will likely become one of the staple things for Summer wear.

### Current Trade Notes.

English hat manufacturers are being worried by some official regulations. Owing to the fatal explosion at the felt hat works of Messrs. Wilson, at Denton, near Manchester, the Home Secretary has caused a circular to be issued to all hat manufacturers, declaring that the process in vogue for the drying of hats is a dangerous occupation under the law, and calling upon them to devise means for preventing the accumulation and ignition of vapor in proofing rooms. It appears that no trouble of this kind takes place in Canada, owing to the fact that soda is mixed with the shellac for drying purposes instead of high wines, as in the Old Country.

Vair & McDougall, of Owen Sound, expect to ship over 15,000 muskrat skins to the United States this season. They

# J. ARTHUR PAQUET

Quebec, Que.

Offers the Trade the most complete lines of \_\_\_\_\_

Staple Lines in Furs,

Fur-Lined Garments,

Opera Wraps and Novelties

at the right prices. We will be glad to learn of your needs. All inquiries or orders sent direct to factory or to any of our branch offices will receive the very best attention.

J. ARTHUR PAQUET,

=

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Quebec, Que.

SAMPLE ROOMS { 5 Victoria Square, Montreal.  
54 Bay Street, Toronto

Main Street, Winnipeg.  
338 Hastings Street, Vancouver.

## STAG... Dominion Hair Cloth Co.



JAMES PRIOR, Prop.

St. Catharines, Ont.

◆◆◆

Manufacturers of all kinds \_\_\_\_\_

HAIR CLOTH CRINOLINE  
FRENCH BLACK, BLEACHED AND GREY  
TAILORS' PADDINGS  
FURNITURE SEATING AND COVERING

## DYEING DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks,  
Cottons and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

**BRITISH AMERICAN DYEING CO.**  
Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

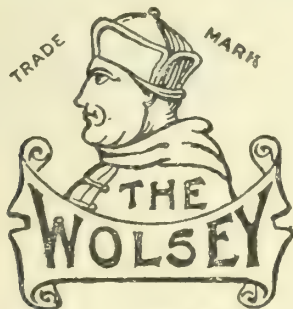
Principal Offices—215 McGill St., Montreal.

158½ King St. West, Toronto.

123 Bank St., Ottawa.

47 John St., Quebec.

## What is the Wolsey?



UNSHRINKABLE

Registered in Canada

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable. . . . .

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

## WALDRON, DROUIN & CO.

MONTREAL.

## HATS AND FURS

Our productions in Fur Novelties for the next season's trade have met with the highest appreciation. High-class work, regularity of finish and shipment of goods same as samples has established our work as more than ordinary.

We make everything in Furs and make it well. Write us regarding any particular line, and we will take pleasure in answering immediately.

Coon, Astrachan, Electric Seal and Grey Lamb are big sellers this time. Our prices are right.

## FALL HATS

Our stock of new shapes will be on the floors any time in August. Write us for what you require. We always have quick-sellers, and our attention to this business has placed us in the foremost position in the Hat Business.



# The Largest Cloak House in Canada.

Our New  
Building  
is  
50 x 186 feet.



Space,  
Floor

55,800 sq. feet.

*Returned to John Northway  
Aug. 17, 1901.  
see cut-book  
3 page 85-*

The demand for

## "Northway" Garments

has grown so, and continues to increase in such a manner that we have been obliged to transfer our plant to other premises.

Our new building at

91 and 93 Wellington St. W.

is just completed and we now have increased facilities, new and improved machinery, and more working room than any other cloak factory in Canada. We can give prompt attention to all orders—large or small.

## JOHN NORTHWAY & SON

LIMITED.

91 and 93 Wellington St. W.

TORONTO.

# Gale Manfg. Company

14-24 Mincing Lane, Toronto.

Leaders  
from  
Our Fall  
and  
Winter Line

## Wrappers

**\$13.50 Nett**, (5-doz. lots).

Made from American Flannelettes, exceptional designs, trimmed frills, and braid with deep flounce.

Leaders  
from  
Our Fall  
and  
Winter Line

## Shirt Waists

**\$12, \$13.50, \$15 and \$18 Reg.**

Fine Black Sateens, satin finish, lined throughout, trimmed tucks, cording or hemstitching.

Leaders  
from  
Our Fall  
and  
Winter Line

## Flannelette Gowns

**\$6.75 Reg.**

Plain Colored Saxony, extra wide, in pink, blue and white trimmed frills.

**Letter Orders Solicited.**

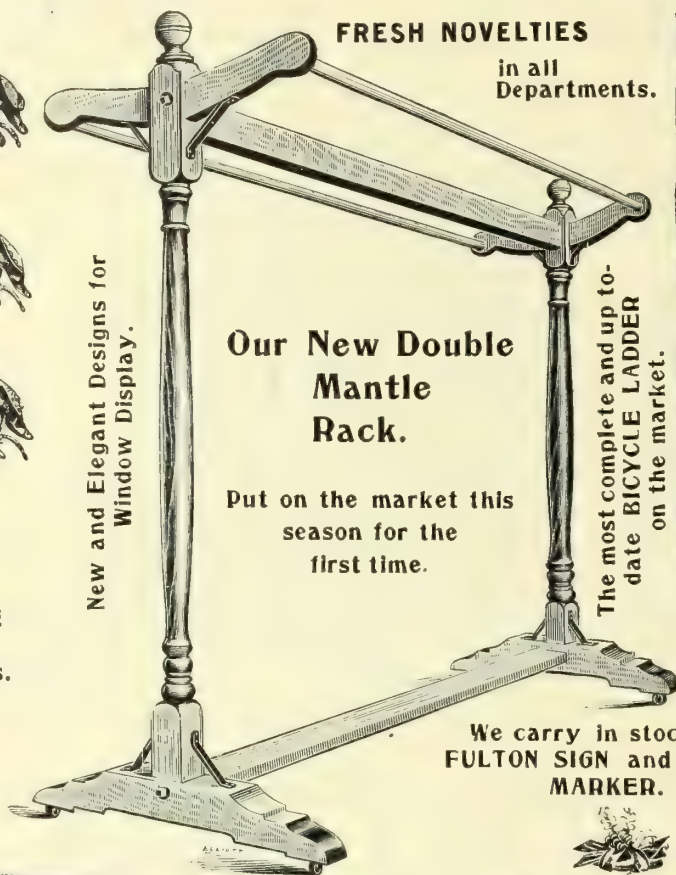


# DISPLAY FIXTURES of Every Description.



**BOOT and SHOE  
FIXTURES**  
in latest designs.

New and Elegant Designs for  
Window Display.



**FRESH NOVELTIES**  
in all  
Departments.

**Our New Double  
Mantle  
Rack.**

Put on the market this  
season for the  
first time.

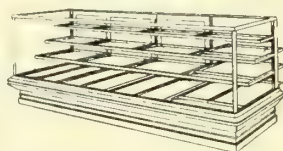
The most complete and up to-  
date **BICYCLE LADDER**  
on the market.



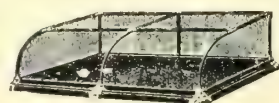
We carry in stock the  
**FULTON SIGN and PRICE  
MARKER.**



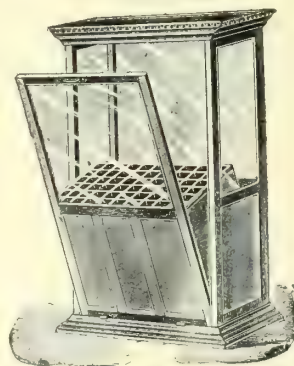
**STORE STOOLS** in great variety.



**GLASS COUNTERS—**  
British Plate, Bevelled  
Tops.

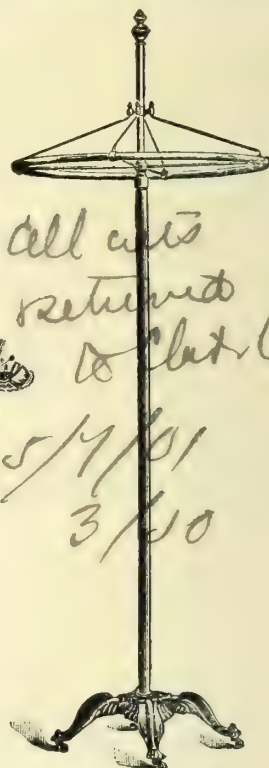


**SHOW CASES** of every  
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**REVOLVING MANTLE  
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THE SILK HOUSE OF CANADA.

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SILKS  
SATINS  
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*To owners 12/8/01 3/50*  
**Branches at**

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| <u>London</u>      | <u>Paris</u>     |
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**DEBENHAM, CALDECOTT & CO.**

NEW ADDRESS, TORONTO: 77 York St.

Genuine . .  
**Celluloid**

**Collars, Cuffs and  
Shirt Bosoms**

ALL FINE, FRESH STOCK.

GENUINE GOODS are

Stamped with our  
Trade Mark.



The Miller Bros. Co., Limited

30 DOWD STREET, MONTREAL.

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**PERFECT**

in every detail  
are the . . . . .

**WRAPPERS**

manufactured for the  
Fall trade by . . . . .

THE

**Maritime Wrapper Co.**

Limited

Ontario Agent :

J. H. PARKHILL,

297 McKinnon Bldg., Toronto

**WOODSTOCK, N.B.**



**HATS AND CAPS—Continued.**

will be used for coat linings. Many skins have come from the Rainy River district in New Ontario. Black bear skins in quantities are also being shipped to Boston.

One of the last relics of the old fur trade disappeared in the fire in Montreal on January 23, 1901, which destroyed a building used by Mr. James Coristine as a fur storehouse. This was built in 1670 as a warehouse for the furs of the West India Co., and has been used for the same purpose ever since. The illustration of this building is taken from Mr. James Bain's edition of "Alexander Henry's Travels," published by Morang & Co. Mr. Henry purchased the place in 1780, and occupied it for many years.

**A BIG QUEBEC FIRM.**

**P** GARNEAU, FILS & CIE, the well-known wholesale dry goods firm of Quebec, are now prepared to fill Fall orders in all lines of general dry goods. In the several departments of this large establishment will be found staple lines of goods which are daily required by the retailer. Also, fancy goods and novelties which help to attract trade, and, at the same time, give beneficial returns to the seller.

**Woollens**—This department will show attractive lines in the latest styles of dress goods, such as prunellas, melrose, biarritz, shot twills, cheviot costumes, herringbones, royalettes, soliels, poplins, silk warp henriettas, black and colored cashmeres. Special attention is called to the reversible biarritz cloths for high-class gowns.

In the coating section will be found special values in clay twill serges, both hard and soft finish, venetians, corkscrews and pin heads for dress suits. Amongst the serges for everyday wear are "A.I." lines of heavy twills, close-cut, soft, fine twills and flannels. The celebrated Tyke serges R451 and R452, will again be leaders for the Fall season. The lines of suitings, pantings and overcoatings are well selected, and will attract the attention of customers.

A great success in this department is the "wool-finished" 54-in. Italian cloth. The process undergone by this cloth gives it the feel of wool, the lustre of mercerized goods and the appearance of a high-priced wool cloth. The following section includes all cloths suitable for ladies' and children's wear, such as plain and fancy stockinettes, fancy curls, kreimmers, naps, curl serges, costume cloths, etc.

**Cottons**—In the cotton department are all the plain and fancy flannelettes, Saxonies, shakers, domets, eiderdowns, Salisburys, fancy costumes, suitings, wrapperettes, swans-downs, Alexandras, etc. All kinds of linings, silesias, sateens, pocketings, percalines, linenettes, silkelines, etc. Bleached and unbleached cotton sheetings, cantons, sail duck, etc. Amongst the regular line of white shirtings, notice is called to such specialties as Nos. 400, 500, Special and E.T.P.

**Linens**—This department is well assorted in bleached and unbleached damasks, huck towels, damask towels, crashes, altar linens, surplice linens, frontings, glass cloths, brown holland, etc. At the present moment a bargain will be found in linen suitings and skirtings at remarkably low prices.

**Smallwares and Furnishings**—These departments are stocked with desirable lines for the general as well as for the tailoring and furnishing trades.

To mention only a few lines, we would call attention to ladies' and men's hosiery, velveteens, silks, ribbons, laces,

embroideries, collars and shirts, scarves, handkerchiefs, buttons, tapes, threads, curtains, laces, nets, etc.

**Clothing**—This department is well stocked in shirts and pants of all descriptions, top shirts, cardigans, ladies' vests, wraps, shawls, bathing suits, wool scarves, etc.

**Blankets**—In the blanket department are found special lines of white blankets, such as Levis, Tip-Top, Victoria, 1901, which are quick sellers. Grey blankets, flannelette blankets, horse covers, blanketings and bat cloths are shown in popular ranges and prices.

**Carpets and Oilcloths**—These lines, which form a most important department, are showing yearly increasing sales, which proves that the management is in touch with the wants and fancies of the trade.

Since their establishment in 1840, the firm of P. Garneau, Fils & Cie have had a most brilliant career, constantly extending their trade relations until the name has become familiar throughout the Dominion from ocean to ocean. In order to meet the requirements of their increasing trade, the firm have had to change their premises several times. The present large and commodious warehouse was built and equipped with all modern appliances for the quick handling of large quantities of merchandise.

Merchants visiting Quebec should not fail to call at the warehouse, where they are certain of a courteous reception.

**WINDOW DECORATIONS.**

Messrs. Bull & Sons, London Wall, London, E.C., England, manufacturers of effective display models and lay figures, and who have been in the business upwards of a century, are offering to the Canadian dry goods merchants a very extensive range of wax heads, figures and shop-window fixtures at reasonable prices. Their illustrated catalogue is worth sending for.

**A NOTABLE WINDOW.**

A half-inch filling of fine white salt between the front glass and boards 15 inches high and a thin coating on an elevated platform with half a dozen lumps of rock salt in the centre; bottled pickles arranged on lumps of salt, and over rock salt hangs flower-pot of drooping vine, fancy groceries decorating the apparent "salt bank," pyramids of canned goods and white butter cloth background, attracted attention in the Hartney store of The A. E. Hill Co., Limited.

The Niagara Neckwear Co.'s silk buyer sails from New York for Europe the last of July.

Mr. G. H. Harrower, Montreal, has reorganized the firm into a joint-stock company, under the name of The G. H. Harrower Company, Limited, with a capital stock of \$50,000. This will involve no change in the business, which will be continued in the manufacture of ladies' wrappers and print dresses, ladies' blouses and silk waists and boys' blouses. The wholesale trade only is supplied.

Mr. Robert Edminson is now showing Corby, Palmer & Stewart's samples of jackets, skirts, mackintoshes, capes, etc., to the Canadian trade. This firm are well known throughout Great Britain, and are now giving special attention to the Canadian trade. They extend a very cordial invitation to Canadian buyers to visit to visit them in London, their warehouses being conveniently situated in St. Paul's Churchyard, just east of the Cathedral.

# The Gault Brothers Co., Limited

Winnipeg.

Montreal.

Vancouver.

10,000 PIECES JOB PRINTS



Fall  
1901



Fall  
1901



## 10 Complete Departments

Cottons

Dry Goods

Linens

Canadian Woollens

Imported Woollens

Tailors' Trimmings

Gents' Furnishings

Ready-to-Wear Goods

Carpets and Curtains

Smallwares

We have our special buyers for each department.

We have the Greatest Assortments in each department and the Greatest Values.

It is important that you should visit this market.

Sole Agents in Canada for Fownes' Gloves.



## Paris, Canada--The Home of Hosiery and Underwear Manufacture.

*A Visit to a Hive of Industry—Improvements in the Penman Company's Plant—Fine Cashmere Hosiery Being Made in Canada.*

**The Watson Manufacturing Co.'s Fine Goods for The Retail Trade.**



REPRESENTATIVE of "The Dry Goods Review" visited the thriving town of Paris, Ontario, last week and inspected some of the well-equipped mills for the manufacture of hosiery, underwear and other knit goods, of which it is an extensive centre of manufacture. Paris is a model town, and the appearance of neatness and order which mark the big establishments is very pleasing.

### EXTENSIVE IMPROVEMENTS AT THE PENMAN COMPANY.—MILL No. 1.

Naturally a visit was paid to the magnificent mills of The Penman Manufacturing Co., one of the best establishments of the kind in the world. At Mill No. 1, which is under the management of Mr. William Dewar, a new line of great interest to the Canadian trade has been added since the last occasion on which "The Dry Goods Review" visited the establishment. The mill, as is well known, is exclusively engaged in making socks and stockings, and the various processes of manufacture include all the various stages from the time the raw material is brought in in bales to the turning out of the complete article. This year special attention is drawn, as a principal feature of the mill, to the manufacture of ladies' and children's fine cashmere hose, and men's fine cashmere half-hose. These hose are produced on a new machine, one of the most wonderful achievements of modern invention, in use in only three of the great establishments of the world, namely, that of Messrs. I. & F. Morley, of Nottingham and London, who control it in Great Britain; a big knitting concern in the United States, and The Penman Manufacturing Co., who control it for Canada. These machines are marvelous: to watch them at work is a fascinating occupation. They are perfectly automatic. The yarn used in the hosiery is placed on bobbins and the machine takes the various threads, works away quietly at them and turns out the completed stocking without a flaw, and what is still more marvelous, without a seam. It is an odd sight to walk along between these rows of machines working away, dropping out the made article at intervals with only one or two young men walking about inspecting them. The fact that the hose is seamless is an important factor in their success, because this feature gives a comfort and perfection to the article which the best hosiery with seams cannot possess. The machine is known as the Burson Knitting Machine. It produces a full-fashioned seamless hose, while the English full-fashioned hose is made on two different machines, and is put together on the third, thus resulting in a number of seams, which detract from the perfection of the article. It would require a mechanical genius to describe the working intelligently. But it may be briefly said here that the machine can be so adjusted as to knit in your name in the stocking while the stocking is being knit. The needles are all independent of one another and are controlled by a device resembling a cylinder, which is "set" before the operation begins so as to turn out precisely the shape and size of the stocking required. It begins with the toe, follows the shape of the foot, splices the sole, turns the heel, and then knits the leg, following the shape of the limb, putting in a high-spliced ankle. As the

pioneers of this wonderful process in Canada The Penman Manufacturing Company have good reason to be proud of their achievement, as they produce stockings which compare with the high-grade English stockings, with the additional fact that they are absolutely seamless. Besides, the Penman price for this perfect hosiery is less than English goods can be imported for when made out of the same grade of yarn in each case, thus being equal in every respect as to quality and superior in process of manufacture. This important feature in the making of fine cashmere hosiery in Canada will be of interest to the Canadian trade.

Other improvements are noted at this mill, such as the addition of a new boiler house and new dry rooms, adding to its already excellent equipment for the manufacture of hosiery and half-hose.

### IMPROVEMENTS AT MILL 2.—PENMAN COMPANY.

At this mill, of which the superintendent is Mr. Thomson, important improvements have been made during the last season or two. A storey has been added to the spacious buildings providing another knitting room and spinning room, so that space can be given for the immense new spinning mules, with 120 spindles to each mule, which have been added to the equipment. In this mill, where all kinds of underwear, sweaters, etc., are made, the management are just getting ready their Spring samples for 1902. In the superintendent's room were seen a collection of new styles which are being prepared for next season's Spring trade from fine yarns, imported and their own make, and of all colors, and attractive materials to be used in the making of the expensive grades were also to be seen. All the machinery in this mill is of the latest and most expensive kinds, purchased in the various machine-making centres of the world. The various stages of manufacture were inspected and The Penman Company adopt the rather unusual method of encouraging buyers to go through their mills, being confident that their methods of manufacture are so perfect that they will bear inspection. In this way the carding, spinning, knitting and other departments were visited, containing special machinery only to be found in the manufacturing factories of the largest kind. The 100 spindle mules are monsters, and yet handle the finest yarns. It is the characteristic of the progressive manufacturers nowadays, to add every device to improve the making of their materials. At this mill the number of boilers in the engine rooms are being increased from two to three, and the drying space is being enlarged. A note should be made of the careful system of inspection which goes on all the time to insure goods being properly turned out, so that any articles with the slightest imperfection are thrown aside and made "seconds." In shipping, a system of double checking is followed to prevent mistakes, and a feature is made of putting up the goods nicely.

### WATSON MANUFACTURING CO.

Another establishment in the town of Paris well worth a visit is the mills of The Watson Manufacturing Company, which are at this time of special interest to the Canadian trade, from the fact that their goods this season are being shown for the first time to the retail merchants of Canada.

What strikes the observer here is not only the completeness of the mills as to their equipment and arrangement, but the absolute cleanliness and neatness which denote the manufacturer of high-class goods. For years this company has been

# W. R. Johnston & Co.

WHOLESALE  
CLOTHIERS,

— TORONTO.

*To W. R. Johnston & Co  
July 11, 1901  
3/3-6*



Complete stock of —

## Fall and Winter Clothing

at New Warehouse, cor. Front and York Streets.

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**W. R. JOHNSTON & CO.**  
**Toronto.**



selling only to the wholesale trade, but as several establishments in Canada making the same class of goods, have been selling to the retail, and as they feel confident that the more buyers who see their goods will want to handle them, they have decided to put them before the retail trade. This, the first season of so doing, has brought so many orders that they are well satisfied with the initial success of their policy. The Watson Manufacturing Company, of which Mr. E. P. Watson is the superintendent, was founded eight or nine years ago, with the mills at St. Catharines. In 1899 they removed to Paris, where they have a large and well-equipped establishment: in fact, a new mill entirely, 200 ft. long x 10 ft. wide. Beginning with a capacity of 30 dozen a day, they have increased to 300 dozen per day, and so perfectly is every detail and process worked out that a visit to the mills convinces one of the high-class character of the manufacturing. Here are to be seen ladies' and children's ribbed underwear, combinations—in fact, every variety of these goods for ladies' trade. They are also the sole manufacturers of ribbed-plush underwear, the material for which is made on patented machines, while the fabric itself is also patented, being of an elastic fibre, which adds greatly to the quality of the goods. They are also the sole representatives in Canada of Allen's nursing vests and union suits. They also manufacture pure wool, unshrinkable goods, a special feature recently introduced which has been long sought after by merchants and consumers alike. Merchants may now handle the finest all-wool underwear with The Watson's guarantee that the goods will not shrink, no matter how hard they may be treated in the laundry, either in the amount of soap used or the amount of rubbing they are subjected to. Another characteristic is that their garments are all put through the most thorough and expensive purifying processes. The management is also confident that in equipment and layout for the making of ribbed underwear they are not surpassed anywhere. The visitor is taken first to the winding room, where the yarns are placed on bobbins; then to the knitting room, where the fashioned garments are made complete on the knitting machines, the bust, waist and skirt of the garment being all made by one machine. Then they are taken to the dye room or dry room, as the case may be, and then to the napping room, where the process of improvement is further carried on. Then to the cutting room, and then to the finishing room where the buttonholes, buttons, and other work is carried on. The press room is the next stage, and here the garments are ironed and pressed and made ready to be parcelled. Then they are boxed and not ready for the shipping room. All goods are checked and rechecked in the mill so that there should be no errors, and the management have the comfortable reflection that complaints are seldom made.

To such an extent have the goods of The Watson Company been in demand for years past that their mills have run night and day for nine years, and a visitor cannot but be impressed by the equipment, which, besides including the latest machinery, are lighted with electricity, are provided with the water-sprinkling system for fire protection, and have ample space for every process, including a large storage room. The various departments are beautifully lit and are models of cleanliness. In several of the departments the operators work at tables which are arranged around the building close to the windows, so that the work may be done in the best light and in a cool atmosphere. The dye house, the drying room, the power house and all the departments of this nature are complete and up-to-date in every respect so that the various classes of goods made, whether cheap or expensive, are turned out under the best conditions. It is a revelation to visit so perfect an establishment in every detail as this, and it is doubtful if a brief description does justice to the thoroughness and capacity with which the mill is managed.

Mr. Walter Herscheimer, representing Schmidt & Lorenzen, manufacturers of silks and velvets, leaves London for Canada in about a month's time.

### CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (tf)



*"Come here a minute, I want to show you something. See that shirt? I bought it about two months ago. It fit me then." Stanfield's Unshrinkable Underwear don't grow smaller.*

### OUR GUARANTEE

Stanfield's Unshrinkable Underwear is warranted to be pure wool and will retain its elasticity and softness. Guaranteed not to shrink in the washing. Money back if you want it.

This returning a customer's money makes business easy. Nobody takes any risk in buying Stanfield's. Every garment is tested before leaving the mills.

## Truro Knitting Mills Co.

Sole Makers.

TRURO, N.S.

# M. Markus,

Importer and  
Foreign Manufacturers' Agent.

**FOR IMPORT**

WOOLENS  
SILKS  
VELVETS  
DRESS GOODS  
FELTS  
LININGS  
LINENS  
LACES

HOSIERY  
GLOVES  
UNDERWEAR  
TRIMMINGS  
BUTTONS  
NECKWEAR  
TRIMMINGS  
Etc.

**GERMAN TEXTILE GOODS A SPECIALTY.**

We carry the largest stock of  
**Buttons and Trimmings**

for Clothiers, Mantle, Fur, Shirt,  
Blouse and Neckwear  
Manufacturers.

**IN STOCK**

SMALLWARES  
BUTTONS  
of all descriptions  
Tailor TRIMMINGS  
Dress TRIMMINGS  
MANTLE FELT  
CAP and  
EMBROIDERY FELT

PADDING FELT  
LININGS  
SILKS, SATINS  
Collar VELVETS  
Collar VELVETEENS  
SERGES  
BRAIDS  
Etc.

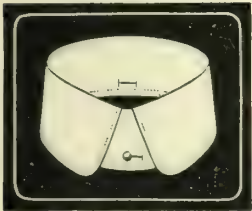
Correspondence Solicited.

**30 Hospital Street, MONTREAL.**

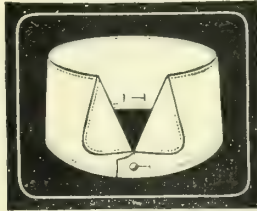
**MEN'S AND WOMEN'S COLLARS.**

Per doz., 75 cents; Cuffs, plain, \$1.10 per doz.; Links, \$1.15 per doz. 25 per cent. saved by buying from us. 55 styles men's and women's collars

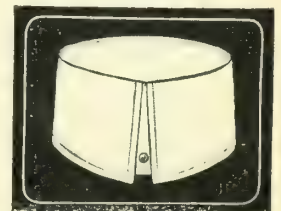
**NOTICE**—All our collars are LINEN-FINISH REECE, RAISED EYLETTED BUTTONHOLES. Workmanship and laundry work guaranteed.

**DAWSON.**

Front 2½ in. Back 17½ in.

**SKAYUGA.**

Front 2½ in. Back 21½ in.

**OSCEOLA.**

Front 2½ in. Back 21½ in. Extended Band.

NEW YORK OFFICE—721-723 Broadway.

CHICAGO OFFICE—231 Jackson St.

ATLANTA OFFICE—303 Equitable Bldg.

Write for  
Catalogue.

**GOODMAN MANUFACTURING CO., 2743 Fifth Avenue, Troy, N.Y.**



Luxfer Prisms successfully lighting  
store 100 feet long.



Ordinary glass made the store unrentable  
without artificial light.

Specified  
by  
Architects.  
Approved  
by  
Owners.  
Appreciated  
by  
Tenants.

Form  
Your  
Own  
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

**THE LUXFER PRISM CO., Limited**

98-100 KING ST. WEST,

TORONTO.



# Be Sure You Have the Best.

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## *Lindsay, Thompson & Co.,*

LIMITED

LINEN THREAD MANUFACTURERS AND FLAX SPINNERS.

Mulhouse Works: Grosvenor Road, BELFAST.

Prospect Mills: Crumlin Road, BELFAST.

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## *Dewhurst's Cotton Threads*

**All Cords and Finishes.**

**Guaranteed Full Length.**

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## *Millward's Sewing Needles*

**are the best known for quality.**

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## *Paton's Scotch Boot and Shoe Laces*

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

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## **WARD'S HARD ASH.**

Sole Agents for Canada . . .

**GEO. D. ROSS & CO.,** 24 Wellington St. W., TORONTO  
648 Craig St., MONTREAL

# Cash's Ruffled Frillings

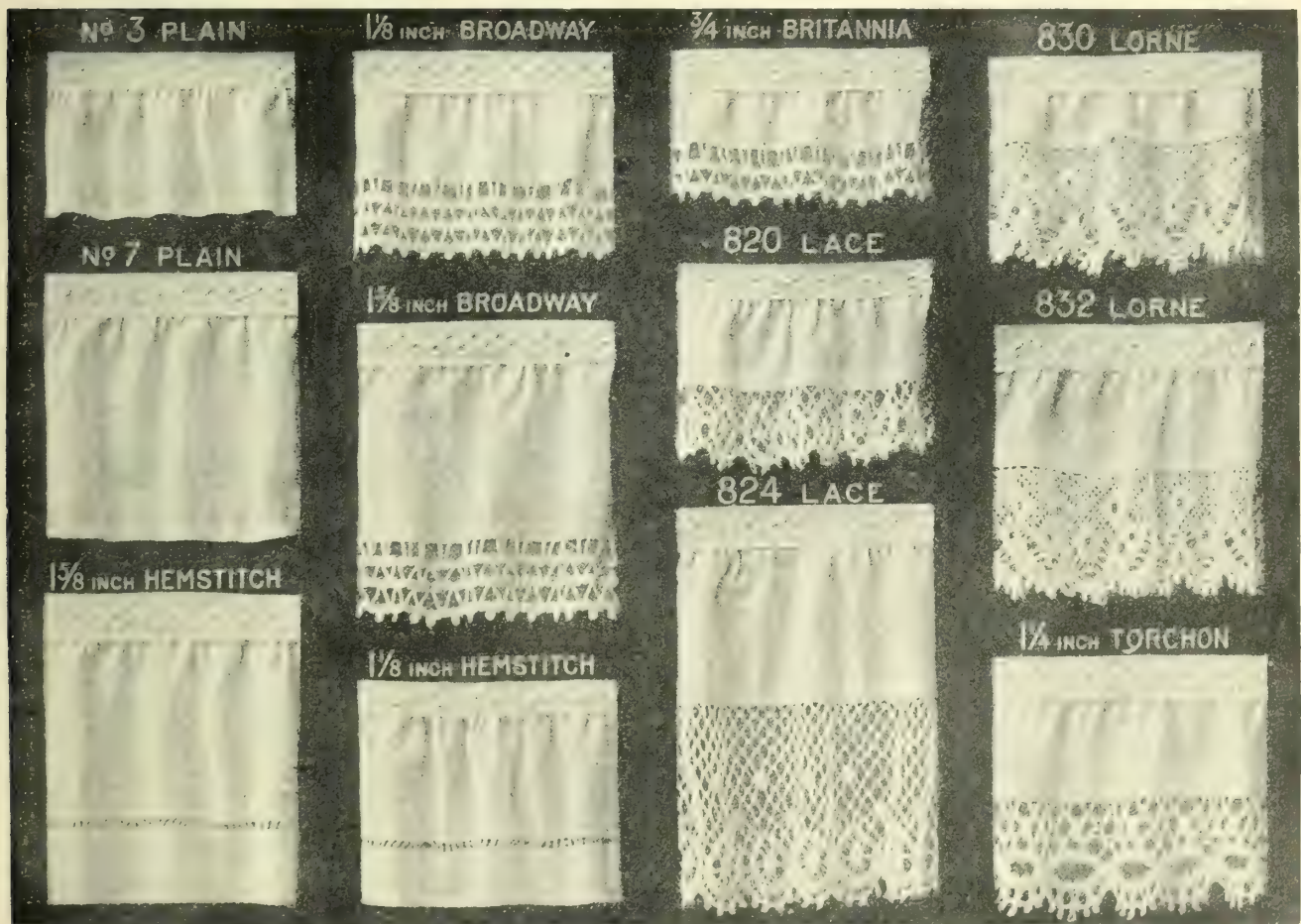
Manufactured by

**J. & J. CASH, Ltd., COVENTRY, ENGLAND.**

*For Trimming Ladies' and Children's Underclothing, Pillow Cases, Sheets, American Spreads, &c., &c.*

The whole of the prices of our RUFFLED FRILLINGS have been reduced 10 per cent.

This makes our Ruffled Frillings the cheapest made upon the market when quality and price are taken into consideration.



**The "Queen" says:**

"Cash's Frillings have long been a household word, and many a busy housemistress has felt grateful for the time and labor it has saved her."

**"Gentlewoman" says:**

"This firm (J. & J. Cash, Limited) has a world-wide and most justly deserved reputation for the excellence and effective elegance of their trimmings."

As there are now imitations of these Frillings on the market, drapers should see that they bear our Name and Trade Mark, without which none are genuine.

**ALL GOODS ARE WARRANTED FULL MEASURE.**

**NEW YORK ADDRESS: 66 Grand Street.**



## The London View of Fall Trade.

A Special Correspondent on New Ideas in Materials, Shapes, Fabrics and Millinery, with Illustrations.

Specially written for THE CANADIAN DRY GOODS REVIEW.

LONDON, June 20, 1901.

WHEN the trend of the Fall trade is more clearly discernable than at this early period, it will be seen that no very violent changes in styles or materials may be expected. Rather shall we see expansion of ideas in existing and familiar modes, as to the fashioning of costumes and tailor-mades particularly.

The bolero and Eton as instances, will remain, but with improved features. And there are indications that short

coatees with habit backs will be an introduction that may induce considerable following.

As always at this early period, before a season's full opening, the buyers are divided in their opinions as to what will catch on, and many new models are only brought forward now as a try on, some finding acceptance at once and the others dropping out of the hunt. The clearest indications as to Fall styles may be most readily gathered in the Paris and London houses who cater for the early Canadian buyers, but it is a pity to have to record it, that some few of the leading London houses state this season "we are not doing much now

A Fall costume in black face boxcloth, with a collar of Persian lamb and ermine. The skirt is strapped with stole shape pieces, and branded with Persian lamb.—Sketched at Messrs. Corby, Palmer & Stewart's.

with the Canadian trade," and the reason for that is one only to be touched on in the business columns of this journal. These notes are intended to make comments on novelties, leading lines, special goods and fashion as it moves, and at the opening of the Fall season a record of what is being done by the English traders who are pleased to do big business with Canadian firms may be of interest.

Tight cloth costumes, with short hip coats and square collars faced with ermine and edged with beaver, are prominent in the new models shown by Corby, Palmer & Stewart, of St. Paul's Churchyard, where the special London artist of THE CANADIAN DRY GOODS REVIEW was permitted to sketch the stylish costume and short coat illustrating these notes. It will be seen by the first-named that stole-shaped strappings on the skirt and combination fur facings are good points in the new styles. This house pins much faith in the success of long

cloth coats with silk applique and big roll or sailor collars. Capes, too, have sailor collars. Short, tight fitting peau de soie or facecloth coats, with braiding, are also shown, and their smart appearance does much to warrant their success.

A striking novelty is plushette, used for coats and capes, appliqued all over with close set, bold scroll designs in glace. Similar styles have the stylish addition of long black ostrich boa ends attached to the upstanding collars.

The applique-glace idea is also applied to fur-lined cloth capes with excellent results. Valuable hints as to the trend of the trade mode can be gathered with ease from experienced men like Mr. G. H. Morris, at Scott, Son & Co.'s, Cannon street, who is, as usual, well ahead with his preparations for the Fall trade. Here I gathered from a view of the new models that Autumn costume cloths will include frieze, flake and cheviots, pirle, face and habit cloths; also that there is an evident desire to get right away from blacks, so long in evidence as a consequence of the prolonged Court mourning, and this induces a feeling against grey, as being associated too much with the mourning color. Brown, in light tones, will take its place. Pastel tints are dead off. As to styles, plain tailor makes are still the leaders. As to coats, these are longer, 43 or 44 in. being preferred lengths. Sacks and semi-sacks are made with shaped cuffs showing a moderate bell, or a military cuff. Fronts are either Chesterfield or reefer, and trimmings are of the plainest and neatest order, buttons included, the taste inclining to plain, flexible patterns.

As to skirts, there is an effort being made to push black braiding on color. A shaped skirt in ox-blood face cloth, shown at Messrs. Scotts, is braided with black silk military braid in a novel way. Four rows are laid around the upper part just below the hips, divided by a narrow space of two to three inches, from eight rows, then comes another spacing and again ten rows of flat braid. It remains to be seen if this style takes well. As to skirt backs, in v e r t p l e a t s lead. A perfectly flat

appearance is preserved, and the opening is made on the left side. Flannel shirt waists are all of the sailor shape with wide turnover collars in the regulation style. Striped and checked flannels, plain and over-printed velvet, are preferred goods for Fall skirts, but for evening wear, tucked and lace-inserted Jap in white and light shades is the most approved and



A new style mantle for Fall, in tucked peau de soie, trimmed with black jet passamenterie, and a bear collar and stole ends.—From Corby, Palmer & Stewart's.



# W. TAYLOR BAILEY

Upholstery Supplies,  
Drapery Fabrics and  
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MANUFACTURER OF . . . .

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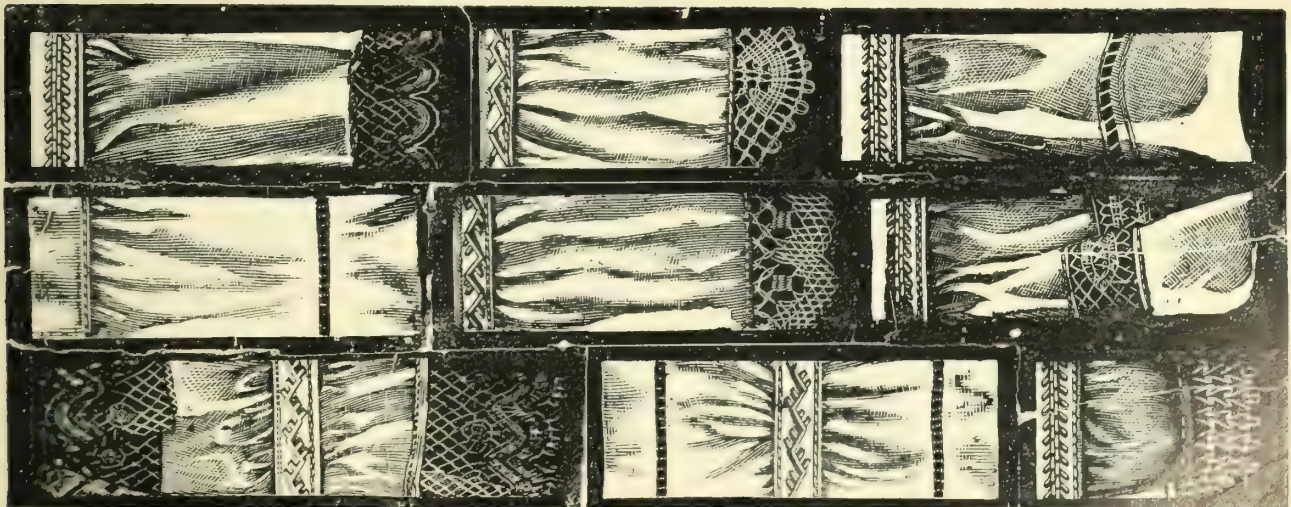
In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

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## “PLANTAGENET” FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE “PLANTAGENET” GOODS** are sold ready for sewing on, avoiding vexation and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.



**LONDON VIEW OF FALL TRADE—Continued.**

largely used fabric. Novelty Japs of this character show inserted strips of bright Paisley silk with lines of dark and gold thread between. The English home of the skirt is, as most of the Canadian traders know, at Tidswell's, in Wood street, and every new feature and idea in this important manufacture may be absorbed in a look around in this house. Tidswell's are doing big things, but hope to do bigger with printed viyella, a new feature in the manufacture of this popular woollen that has only recently been brought forward, but has gone well. It makes up admirably for shirt waists and morning wraps, and is over-printed with fast artistic designs. The stylish bolero blouse, illustrated, will serve as an indication of what this house can do under the head of smart styles.

A revival of interest in the plain line collar trade is being experienced just now as a consequence of the tailor-made military collars favoring their reappearance. The majority of the new shirt and blouse waists have a much longer front line (this is also clearly noticeable in all costume styles) as a result of the favor shown by fashion to the new straight-fronted corsets. These have already an immense following, and the improved appearance gained by the straight line appeals to the fashionable woman who apes the French style most strongly.

The importance of this change of front has impressed itself upon such houses as Chas. Bayer & Sons, Sharp, Perrin & Co., Messrs. Lucas and others, who have prepared new straight-fronted models on the most approved Paris lines, that are meeting with great success.

Fall millinery styles will be all of the made-up and fancy order, towards which the last two or three seasons' styles have all tended.

Very bouffante effects will be aimed at. A good deal of velvet and various fancy silks and ribbons will be used for toque and capeline models, but panne is not thought of again. Colors will be brighter. Many fancy and ostrich feathers will be used and some few velvet flowers.

Ornaments will be of the large button or cabochon order.

A new idea is that of straps in velvet, shaped like tailor-made dress straps, and fastened down with a huge strass button. Very broad conteaux in plain and fancy treatments will be prominent. On this subject more anon.

A. MEEHAN.

**CASHMERE HOSIERY.**

Brophy, Cains & Co. report that cashmere hose are fully as low in price as ever they were, while every year the manufacturers are improving the finish—in the low lines especially. They are now quoting lines to retail at 25, 35 and 50c. that a few years ago would have sold for 35, 50 and 75c.

They have at last caught up the back orders on their 560 half hose, and guarantee prompt delivery from now on.

It is contemplated enlarging this department and making it one of the important departments of the business.

# CARPETS, CURTAINS AND WALL PAPERS

**NEW GOODS IN CARPETS.**

ALL styles in Axminster and Wilton carpets are being shown a good deal in self color effects again, and also in floral designs. The patterns in the latter are neither larger nor smaller than formerly, but they are all very decided. The colorings are some of the most beautiful yet shown, and include almost every shade. Dark shades will still be used, but for the best rooms the lighter grounds will be the correct thing.

Greens are the leading shades but rose and blues, especially in the self-colored goods, will also be used.

In Brussels carpets almost the same thing may be said of patterns and colors.

Hall carpets show nothing decidedly new, though there is a tendency toward very small patterns in Persian effects. Stair carpets to go with them are shown in yard-wide goods. People are either covering up the whole stair or else, if the steps are of fine wood, leaving them bare.

Eastern rugs for libraries and drawing rooms are in good demand. Carpet men are of the opinion that rugs are not used enough, and that if people would place them here and there, at the foot of the stairs, or in front of a sofa, places where the carpet is most likely to be worn, the carpet itself would last a good deal longer. These points given to customers might aid dealers in selling more rugs; and many people do not know that they are made to harmonize with all carpets.

In oilcloths and linoleums there is nothing new whatever. Inlaid linoleums are being used in dwellings much more on account of the everlasting wearing qualities they possess, which makes them about the cheapest of floor coverings.

Among the special high-class goods must be mentioned a beautiful French Wilton, which I was looking at in John Kay, Son & Co.'s, and which is said to be the finest piece of carpet ever brought into the country. The design is altogether new, and is carried out in self colors of Rose des Barrie. The same patterns are shown in light green also. The demand for the high-class goods, I am glad to say, is growing rapidly in Canada. Another carpet was an Axminster with all wool back, which was shown principally in self colors. This comes from \$6.50 to \$12.50 per yard. It is woven in one piece and can be supplied to fit any shape of room. They have already taken a number of orders for these goods among the best of the trade.

**REPORTS FROM THE UNITED STATES.**

A great many buyers attended the opening of the big New York companies Fall lines. Tapestries and velvets dropped to about 3 to 3 1/2 cents, and Wiltons went down 5 cents. But, on ingrams, Axminsters and Brussels there was no change on the whole from Spring prices.

Speaking of the opening, The Carpet and Upholstering Journal says: "There seems to be no doubt in the minds of the trade at this writing that the Fall showing was made entirely too early, and many buyers were heard to say that if it had been postponed until the end of May it would have been more satisfactory all around.

"It is not generally thought that any of the big dealers did a very heavy business, although as the month grew older, additional contracts and orders placed have brought the volume up to a fairly satisfactory size.

"The out-of-town merchants who came to New York specially for the opening, stayed but a short time, and before the end of the week most of them had returned to their respective homes to look after the wind-up of their Spring business.

"So far as can be ascertained there has been no drop in the price of ingrams to amount to anything, although there has



A novel bolero blouse, from Tidswell's, of tuck grey silk, trimmed with cream tulle and black velvet.



**CARPETS AND CURTAINS—Continued.**

been considerable talk as to the possibilities of such a decline. A drop in the price of tapestries and velvets is thought to have come about through the fact that the lists on these goods had been rapidly approaching in the past eighteen months too near to the price of Brussels and other higher grade fabrics. Unfortunately, up to this writing, however, it does not seem as though the change in lists had had much effect in increasing the volume of orders placed for tapestries and velvets.

"While the Fall lists on inlaid and plain linoleums and oilcloths were the same as last season, it is generally understood that there have been some reductions in the selling prices of these goods. The cause of the drop in these lines seems to be a mystery at this time. Certainly none of the materials entering into their manufacture have shown any decline warranting a reduction of the finished article, and it is admitted that there has been no over-production. It seems probable that there will be an immediate rally in the floor oil-cloth and linoleum trade, and buyers who have not placed their orders will do well to make note of this."

**NEWS OF THE ENGLISH TRADE.**

The American Carpet and Upholstering Journal reports Mr. W. Mansell Daintrey as saying that he learned with surprise that considerable additional Brussels machinery was being placed in England. The condition of this business for several years past has been such as to warrant the belief that, if anything, the productive capacity in Brussels was already too great for the needs of British home and export trade. Evidently, however, English manufacturers are finding additional outlets for their product, or the home consumption for Brussels has greatly increased.

The popularity of the Axminster fabric has grown to a large extent the past two or three years and Axminster squares, which up to a recent time were not known, have been made and sold in large quantities.

Speaking of the methods of English carpet manufacturers, Mr. Daintrey mentioned the fact that, before any of them undertook the manufacture of Axminster squares, they held a number of conferences to debate the advisability of entering into the manufacture of these goods, the mooted question being whether the increased sales which would arise from their

introduction would more than offset the possible decrease in yardage which might arise by their use in case they became very popular.

The spirit actuating such a common-sense method of passing on problems or propositions affecting the general good of a great industry, is exceedingly praiseworthy and American makers of carpets would do well to give such examples their careful thought, and might profit by emulating them.

There is a strong union between the carpet manufacturers in Great Britain which does not exist in Canada. There, the manufacturers will keep up their prices, and the cutting system is practically unknown. The Spring meetings of carpet manufacturers were well attended. Nothing of special importance was discussed, but the feeling in regard to the prospects for the coming season was one of hopefulness, and all agreed that indications were as satisfactory as could be desired.

**NOTES OF CURRENT TRADE.**

English carpetmakers are showing a good many rose-green and blue shades in pile and Brussels styles as well as art goods.

Joseph W. Wey, the western representative of The Toronto Carpet Manufacturing Co., paid his annual visit to the headquarters of his firm in the week of June 21.

Mr. Carroll, of Henry Morgan & Co.'s carpet department, has gone to buy in the Eastern markets. For special customers he carries orders for certain designs, sizes, etc., a feature now with the high-class retail trade.

Most of the manufacturers of table oilcloths in the United States are trying to form a combination. Some of the companies interested are: Atha & Hughes, A. F. Buchanan & Sons, Goodlatte Oilcloth Company, Western Linoleum Company, Akron, Ohio; Ohio Oilcloth Company, Youngstown, O.; Taunton Oilcloth Company, Taunton, Mass., and The Keystone Oilcloth Company, Norristown, Pa.

The weaving of woollen carpets is a growing industry in the Morea district of Greece. In many of the mountain villages of the interior the women work at their handlooms when the weather prevents outdoor employment, producing carpets and rugs. These are extremely durable, with quaint patterns and bright coloring, usually obtained from native vegetable dyes. These carpets are usually sold at from \$1.50 to \$2.50 per oke (2.8-lb. English), a rug 6 feet by 9 feet costing about \$12.

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34 COLBORNE ST., TORONTO

**COUNTER CHECK BOOKS**

**CASH SALES SLIPS**

SOLE MANUFACTURERS IN CANADA OF THE FAVORITE COUNTER CHECK BOOK

**ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.**

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| " " 23          | " LAKE ONTARIO .....   | " " 9           |
| " " 30          | " LAKE CHAMPLAIN ..... | " " 16          |
| " Aug. 6        | " LAKE MEGANTIC .....  | " " 23          |
| " " 13          | " LAKE SUPERIOR .....  | " " 30          |
| " " 20          | " LAKE SIMCOE .....    | " Sept. 6       |
| " " 27          | " LAKE ONTARIO .....   | " " 13          |

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

\*The Lake Superior carries Second Cabin and Steerage passengers only.

FIRST CABIN—Single, \$52.50 and upwards. Round Trip, \$99.75 and upwards.

SECOND CABIN—Single, \$35 and upwards. Round Trip, \$68.88 and upwards.

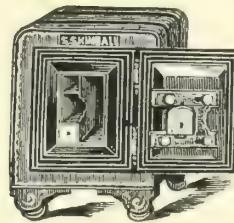
According to steamer, location and number of persons in room.

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THE **CANADIAN COLORED COTTON MILLS COMPANY**

**Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.**

Only Wholesale Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO



## The Dry Goods Trade in the West.

*An Excellent Outlook and Fine Crops—Business Active—Styles and Colors in Vogue—What Buyers Say—A Millinery Establishment Fails.*

From THE DRY GOODS REVIEW'S Special Correspondent.

THE tone of business throughout Manitoba is good in all lines. The abundant and timely rains have placed the crops in excellent condition; in fact, for the time of year, the crop prospects were never better in the history of the country.

Summer sorting trade is very good and placing orders for Fall entirely satisfactory. All travellers are on the road with samples. The business for Fall has now reached a stage where it is possible to predict with some certainty as to what will be popular in colors and styles.

One very noticeable feature in the dress goods trade is the return to plain goods and soft colorings. Whether the goods be satin-finished coverts, Scotch tweeds, homespun, broad-cloths or French tips there is the same softness of tone. The variety shade, without doubt, is grey, varying in tint from the most delicate French grey to an Oxford that is described as black grey. Next to grey the newest color is ruby rose, a most peculiar shade, which is neither pink, grey, lavender, or red, but seems a blending of all four. It is a beautiful color but for whole costumes is too trying to be very popular. In this part of the world, at least, there is a revival of the mulberry and piece shades, popular in the early thirties, and soft crimson is good, especially in heavy cloths and in tweeds. The shade which is still called automobile red has a bloom and softness unknown in the trade last season. Alexandra purple is also shown in many lines though it is not likely to be much worn here, as for some unexplained reason purple has never found much favor with the ladies of the West.

### GAULT BROTHERS.

This house report an excellent trade in all Fall lines, but a particularly heavy trade in dress goods of which they are showing a fine line in all classes of plain cloths and also some fancy lines, such as stripes and checks of camel's hair on black or greens, browns and reds. Fancy blacks, though good, are not so much a feature as in past seasons. Zibelines, however, are popular, as are also wool taffetas and French repps. This house make a specialty of the famous Henley serges in blue and black. They control the trade in these goods for Canada.

Imitation curly lamb will be a feature of next Fall's trade and a new departure is this class of goods in shades of fawn, mauve and ruby pink. The latter shades are suitable for opera and ball cloaks, and will be particularly effective with trimmings of white or grey fur.

A line of special interest carried by Gault Bros., is a tartan shawl, manufactured in Quebec. These shawls are equal in quality and coloring to the best Scotch and are so woven as to be convertible, without waste, into handsome golf capes. The tartans shown are Cameron, McKenzie, Tweed, Minto, and Gordon.

### R. J. WHITLA & CO., LIMITED.

R. J. Whitla & Co., Limited, is now the title of this well-known western house, A. S. Binns, J. M. Campbell and R. Driscoll being now associated with R. J. Whitla and D. K. Elliott, the former members of the firm, in a joint-stock company for which a Dominion charter has now been received. All these gentlemen have been heads of departments in the house for years, Mr. R. Driscoll having charge of the staples, Mr. Binns of dress and piece goods generally and Mr. Campbell fancy goods and smallwares. The factory for the manufacture of blouses, wrappers, dressing jackets and the like, established some six months ago by this firm, has been kept running at its full capacity and now has orders for more than three months ahead. All indications point to the capacity having to be increased in the near future, the goods produced having met with ready favor from the western trade. R. J. Whitla's have always made a specialty of children's goods and this season their stock surpasses anything yet shown. A noticeable departure in these goods is the distinct separation between boys' and girls' suits for very young children. The straight kilts and box pleats are reserved for the boys, while pretty sack effects over shaped blouses and vandykes over full side pleatings are some of the effects for girls. The style and finish of these garments is a marvel when the retail price is taken into account. A very stylish little garment which

retails at \$3 is made up in good blue serge. It consisted of a kilted skirt with sack waste, over which fell in front a full vest of Royal Stuart tartan in silk. With this was worn a cut-away jacket elaborately frogged and finished with tartan buttons, the wide turndown collar underlined with the silk. The whole garment is well finished and most convenient and comfortable to put on. Mr. Campbell, who buys these goods direct from the factory, had ordered all the skirts lined with flannelette, so a more cosy costume it would be difficult to imagine. This was only one style out of dozens. Speaking of blouses, Mr. Campbell said the blouse is still with us and will be, although so many fancy silk blouses will not be shown. French flannels, Paisley flannelettes, polka dot cashmires and serges and mercerized satcens will be the correct things for Fall. All colors will be worn, but red, with small stripes of black, grey with white polka dots and Paisleys will lead. There will also be some purple.

With blouses silk ties will be worn and the windsor with polka dots and the plaids in taffeta, with fringed ends, will lead. In his department, Mr. Binns showed a splendid range of dress goods in all the latest materials. This house has found a great sale for satin-finished covert cloths, especially in grey. In black goods zibelines, poplins and Venetians lead and black and whites are still good. This house carry a fine line of dress silks for evening wear and the summering folds of Paisley and Dresden effects in pastel shades are more easily admired than described. They are the very perfection of the silk weaver's art.

### STOBART, SONS & COMPANY.

Mr. Macdonald, who is putting in his first season as buyer for the piece goods department, showed a splendid range of goods. The sales of homespun, coverts, soleil and Soudanese cloths in the leading shades of grey, automobile red and Royal have been enormous. Mr. Macdonald also showed a fine line of English-made ready-to-wear skirts. A novelty in these is the yoke top with stitched kilt effects below and the other 12 raised cardings running round the entire skirt.

Mr. Suckling, who has charge of the fancy goods and small wares reported a very heavy advance sale of men's fleeced underwear, harvesters' goods such as skirts, overalls, mitts and gloves. A new line which has met with the most favorable reception is the American leather brace. In hosiery the newest feature, for both men's and women's goods are the blacks dyed with vegetable dyes. These dyes seem to produce a softer and more woolly effect in the cashmere. In fancy goods there has been a heavy run on patent leather belts with clip buckles. Black velvet ribbons also continue popular.

### NOTES.

During the month Frederick Couse's Paris and New York millinery house has failed and the stock and fixtures are now advertised for sale. The failure of this business, though regrettable, is no surprise to the business community, as it was on a scale better in accord with New York, Toronto or Chicago than Winnipeg, where there are but two millinery seasons, Summer and Winter, and where rents are high and coal bills long. The season in the West changes with such rapidity from Winter to Summer and from Summer to Winter, there is no place for the intermediate millinery of other parts of the Dominion. In Manitoba it is nothing unusual to see ladies in Winter coats one week and cotton shirt-waists the next. And though there are a certain number of fashionable people who buy many hats each season, the percentage of these in a population of 50,000 is not sufficient to maintain a millinery parlor of the type just closed. Many of the ladies of Winnipeg will regret the departure of Miss Foster and Miss Letford, the two ladies who came here from New York to take charge of the showrooms and workroom. Their work is artistic in the extreme and highly appreciated by those able to afford it.

All wholesale houses are preparing to make Exhibition time both pleasant and profitable to visitors from outside points. Any balances of suitable sorting stock will be sold that week at a price to satisfy everybody. The attendance at the Exhibition is likely to be the largest on record.

E. C. H.

Any article that has stood the test of years of Competition  
must be a good article.



*Returned to  
Mantel Clp  
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The Original "STAR BRAND" Overalls,  
Shirts, Coats, Pants, etc.

Manufactured solely  
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**J. B. GOODHUE,**

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## DRESS ACCESSORIES.

**T**HIS department has been one of importance and high value to the retail merchant during the past season ; it forms an active line at the present moment, and all signs point to a brisk movement of stylish goods this Fall. There is not a cloud on the horizon, and dealers may order freely with confidence.

**Laces.**—It is no uncommon thing to hear that certain lines of laces have been sold out and are unobtainable. Yet there is no great famine in spite of the scarcity, for importers have successive shipments coming forward. Some varieties are at times hard to secure, and prices are well maintained, yet this only constitutes a healthy market. The fact is that wholesalers have not ordered heavily, but have bought warily and frequently. Few job lots are offered, at least in the saleable lines.

This has been a big galloon year. The wholesalers report that they get in stocks in a morning and the shipment is cleared out by night. Serpentine effects are wonderfully popular, and all sorts have been called for with surprising vigor. In fact, the demand has exceeded the most optimistic expectations. Black chantillies have continued to sell, but the butter shade has perhaps gone more largely. Insertions, both white and black, are another active line and orders have been repeated time and time again. Vals, have been in high favor in both edgings and insertions, and most concerns are under rather than overstocked. The demand at present is for the cheaper laces, but this is to be expected because the season is rather far advanced.

But a return to the expensive stuff must be repeated, for lace is again to be stylish for the Fall. Of course, there will not be the quantity used as there was this Spring, but, nevertheless, more will be sold than for many Autumns. There are not to be mere touches of lace, it is to be used in large quantities wherever it can be put on, both as trimming and as a whole garment of netting. Stylish houses now have netting with lace applique for both blouses and skirts. Dresses for the Fall are to be of the clinging variety, and this demands a lace trimming. In addition, flounces are regarded with favor, and this means a great use of all kinds of galloons, particularly in wide widths. Fashion has set her seal on the document declaring the popularity of laces for the Fall, and there will be no turning back. Moreover, the demand will be for highly expensive stuff, even to hand made goods, which are shown particularly in the Arabe shade. And, by the way, this shade is growing in favor, and now has very strong points. The new Paris shade is also said to be coming in strong and sure.

**Lace Collars and Boleros.** One feature of this tendency to cover dresses with lace is the favoritism shown for lace collars and boleros. At present these are raging in Paris, London, New York and Canada, and are growing stronger. For Fall, instead of descending to cheaper goods, we will mount up to much higher values. Some of the best houses have goods in these lines, recently imported, the like of which has not been seen in this country. The values are exceedingly enticing. These are made up on netting or lace or silk cords. They are trimmed and beautified with lace, sequins, chintz, gold trimmings and gold and steel beads, and are obtainable

in black, white, butter, or pans shades. The collars are of different shapes, either to cover lapels or of a longer fichu pattern. The full boleros are very handsome indeed, and will be worn by the most fashionable dressers.

**Embroideries.**—Embroideries are also to sell well this Fall, and the outlook continues to improve weekly in spite of the falling off in sales after the Summer business has been done. They will be used more largely than ever on underwear, but they will also be considerably used for dress purposes. The indications are that all-overs, edgings and insertions will all be popular for the Fall season.

Moreover, they will come in colors other than white and black. We have seen them sold this Summer in combinations of white with linen and black with white, and it is likely this combination idea will hold, going into pinks, blues and reds.

**Belts.**—At present the wholesaler or retailer finds it difficult to sell anything but a patent leather belt, generally plain, but sometimes trimmed with gilt. Other leathers are dead, while gilt beltings seem to be no longer wanted. The patent leathers are dressy, and conform to the lustrous idea of the day, and one is not surprised that they are freely taken. Moreover, the manufacturers are now turning out exceedingly good value, and it is difficult to obtain sufficient quantities of them, particularly of the dip front pattern.

The prevalence of the bolero has caused a demand for a complementary belt. For this purpose we see coming in the wide elastic belt, four and six inches wide, to cover the space between the bottom of the bolero and the top of the skirt. It will be supplied in black and white, and will match the popular bolero effects by being studded with gold or steel ornaments. There is also a tendency noticeable towards satin belts as well as elastic ; the satin is folded and the buckle is V-shaped.

**Fall Neckwear.**—For Fall neckwear ruffles are to be the thing. This Spring they were tried by the novelty introducers on the market in the shape of chenille ruffles and were found very successful. Now they are to be imported by all the dealers in cheaper grades and, perhaps, better values. The materials of which they will be composed are many. Chenille will again be to the fore, while lace, chiffon and pointe d'esprit net will figure in others. Travellers are out with some of the first samples now.

**Ribbons.**—Some lines of ribbons show encouraging strength. Velvets in the narrow widths are being called for in huge quantities, and wholesalers report a difficulty in keeping them stocked. Velvet is a most popular trimming to-day, and all signs point to enhanced popularity for the Fall. The manufacturers cannot give deliveries for six or seven months, and orders placed last January will not be filled till August. The manufacturers have been making serious inroads into the wholesalers' stocks, and now the retailers, in many cases, are compelled to hunt around to fill their wants.

Wide taffeta ribbons are also called for somewhat freely just now, particularly in size 40 ; duchesse ribbons are wanted in Nos. 40 and 80. These wide ribbons are being used in the light colors, such as white and sky blue as well as pink, to a lesser extent, for the making of ties and other purposes. Taffeta is to be a popular trimming this Fall, and taffeta ribbons will be good property.

**Veilings.**—The Summer girl is not so particular about her complexion nor so abhorrent of freckles as she used to be. She

THE CONSOLIDATED CLOAK CO'Y., LIMITED.

# “Empire”

CAPES, SUITS, JACKETS, LONG COATS  
and CHILDREN'S GARMENTS.

We are showing our complete range of “Empire” garments for the new season—the newest designs—correct styles—very latest fabrics—best linings—finest trimmings and made up by the most skilled work people—the “Empire” line this season is better than the best in our former seasons in any way you've a mind to judge it—and prices the very lowest—a line you ought to see—a line you ought to buy.

We welcome you to our showrooms—or see our traveller.

1901—SEASON—1902

SHOW ROOMS and FACTORY,  
18 and 20 FRONT ST. E.,  
(CORNER FRONT AND SCOTT) TORONTO.



**DRESS ACCESSORIES—Continued.**

has cast off the veil, and in many cases prefers to go without a hat. If she can't get to a Summer resort she must appear as if she has been there. In consequence veilings have been enjoying a comparatively quiet for some seasons, and this summer has proved to be no exception to the rule. A little life has been noticeable the last week or two, and some hopes have been engendered, but even as yet not many boxes have sold. Still there are those who have faith in the article and are placing orders for next season, chiefly in black and white—nearly all fancy spots.

**Current Chat in Trade Circles.**—S. Greenshields, Son & Co. have a nice assortment of French valenciennes laces in insertions and edgings to match; repeat orders can be filled at once. They report a big demand for guipure laces in cream and white, and they have a full assortment in travellers' hands. This firm are well supplied with ladies' silk gloves in cream, white, black, tan and slate, to retail from 25 to 75c. These are wanted in the latter part of June and July, and this firm are prepared to meet the demand. The parasol cabinets which they advertised in THE DRY GOODS REVIEW last month are now to hand, and have opened up well. The three numbers are now in stock, and any repeat or new orders can be shipped at once. City merchants who have handled these goods have already repeated their orders—some twice over.

Concerning the production of reliable novelties, there is no department of the fancy dry goods business which requires such good taste and judgment as this one, and any firm who would make a success of this branch of the business must possess these qualifications. F. C. Daniel & Co., of 3 Wellington street west, Toronto, are looked upon as being keenly alive to these facts. They are in close and constant touch with the fashionable centres, and any article that they put on the market may be looked upon as a sure thing. In proof of this we would draw your attention to their advertisement which appears on page 116.

In ribbed cashmere hosiery for Fall wear those with extra spliced knees and seamless toes and heels will likely be more popular than the plain goods. The numbers in Wyld-Darling's known to the trade as S35, 37 and 72, are going in large quantities for the Fall trade. And in plain goods Nos. 25, 28 and 30, to retail for 50c. per pair, are considered good value and are selling well. In wool, some good heavy-ribbed worsted hose for boys' school wear will likely be ready sellers. Two leading lines in ladies' ribbed undervests may be had, one to retail for 25c. and another for 50c. Flannelette embroideries sell best in pinks, greys, scarlets, creams and blues. These

goods are shown to retail for 5 and 10c. per yard; made up flannelette nightdresses to retail from 50c. to \$1 each, and drawers from 25 to 75c. per pair. The new ladies' waterproof coats, to retail at \$3 and \$5 each, are in ivory and fawn. The new shapes are more in the style of a nun's coat, having a yoke back. The best selling article in the smallwares is probably black satin and velvet ribbon in the narrow widths. These sell as well as ever now and for the Fall trade. Jobbers say they can't get enough of them. They are being used for dresses, hats and all other kinds of trimmings. And all this is in spite of the fact that the price is 50 per cent. higher than it was last year.

Mr. W. B. Matthews, of Gault Brothers & Co., Limited, Montreal, has returned from his trip to Europe and brings a quota of news for the trade. One of the prominent features in his line that he saw when away was the prevalence of lace collars; there was scarcely a lady on any of the fashionable drives in Paris, including the Bois de Boulogne, but wore a lace collar. Their popularity here is sure to increase, and Mr. Matthews has ordered of them strongly. They come in point de luice, pointe de renaissance and Brussels point laces. Boleros are also quite generally worn. He reports a growing demand for Swiss guipure laces. He has secured a nice lot of ruffles, another coming novelty. They are to be used in the same way as feather boas, and are very natty; made of lace, chiffon and point d'esprit net. For Christmas holiday trade he has secured a large assortment of handkerchiefs, linens, embroideries and lace edgings. Fancy boxed handkerchiefs will be shown at all prices. Colored bordered handkerchiefs are at present a big feature in both the French and American markets. He has sorted up his curtain muslins and can supply all wants in this direction. A nice line of portiers was also secured and it will constitute an entire novelty.

McIntyre, Son & Co. have in stock midsummer goods now in demand, white and fancy muslins of every description, printed foulard silks, etc.; white gloves in chamois, suede and glaze kid.

Of all Canadian buyers that go to Europe, no one does more ferreting for novelties than Mr. Kyle sr., of Kyle, Cheesbrough & Co., of Montreal. This is his specialty, and he delights in it. He has just returned from a three months' trip, and comes back full of enthusiasm over the coming season. Not only does he predict a strong season of novelties, but he claims that he has never been so successful in disclosing hidden treasures. He has been bold enough to buy the richest novelties for the Fall trade, and the Canadian public may prepare to see something more handsome than ever before shown by this firm. Even the English supply houses have



**You'll lose your pants unless you get a box of Automatic Buttons.**

**To Unlock Button Simply Raise the Key.**

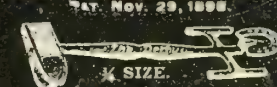
U. S. PAT. JUNE 6, 1894.  
ENG. PAT. NO. 11,820.

**NO NEEDLE REQUIRED.**

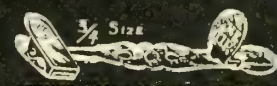


**J. V. Pilcher Mfg. Co.**  
**MAKERS**  
**914 Mason Ave., Louisville, Ky.**

**THE "DERBY" LINK**  
PAT. NOV. 29, 1893.



**1/4" SIZE.**  
**For All Cuffs.**



**3/4" SIZE.**  
**"TIP"—Has Lever Button.**



**THE STAR**  
**For Round or Link Cuffs.**



not pluck to lay in stocks of these rich novelties as do Kyle, Cheesbrough & Co., but as Mr. Kyle has had a long experience as a buyer his judgment has come to be regarded as sure and authoritative.

For this Fall he has laid great stress upon fichu-shaped collars, half and full boleros. There is certain to be a great demand for these in white and butter, as well as the Paris and Arabe shades. It is impossible to describe the beauties of these new productions. The main feature is that there is a decided tendency to brightness. Besides the lustrous silk cord and lace are the sequins, steel beads, chintz and gold trimmings that indicate a richness not hitherto seen in these affairs. Many of the frill boleros are built up on netting and silk leice, a wiry substance that serves this purpose well. Lovely sequin robes bearing beautiful applique lace are shown from \$9 to \$25. Add to his lace collection his new elastic or satin belts to wear with boleros, the ruffles and new ornaments, such as combs, and Mr. Kyle's collection is one full of interest. He has a new back comb which is a late Parisian novelty, and involves a new way of dressing the hair.

In handkerchiefs, The Brock Co., Toronto, will show a much larger range than usual, including the imitation silk Excelda, lace-trimmed lawn, retailing from 5 to 75c. each; special lines of hemstitched, picture and other fancy lines for Christmas trade. With these are all their staple lines. In gloves, they are putting up cashmere and ringwood in kid glove sizes, one dozen to a box, assorted specially. In kid gloves they show the "Elsie" in assorted tans, 50c. retail; the "Vancouver," black and colored, 75c. retail; the "Rose-dale" for \$1 retailing, and the "Josephine" for \$1 25 trade. In flannelette underwear a good selection of plain colors of any stripes are shown in ladies' drawers, nightgowns, skirts and corset covers, etc., retailing from 25c. to \$2 per article. In combinations they show new lines as the popular H. 87 and H. 88.

The Montreal house of the Brock Company have in stock a full range of black cotton and satin back velvet ribbons; also Nos. 40 and 60 spot and plain taffeta ribbons. This firm have a full stock of fingering yarns, Saxony yarns and Berlin wools. The Tamoline silk is selling freely with them. In black velveteens for Fall costumes they have a stock of 27-in. goods.

A beautiful range of sequin all-over nets, in black, gilt and silver, in all prices, are being shown in the trimming department by Brophy, Cains & Co. for Fall; and in the same department we notice swansdown and lambskin trimmings at prices much below any previously quoted. Fur ruffs, in a variety of makes—such as imitation bear, imitation mink, real mink, white and black angora and China wool, ermine, blue fox, etc.; also, some black bear collarettes and storm collars, to retail at from \$2 each up.

They also show children's combination ruff and muff sets in imitation Persian lamb, that will sell on sight.

Other Pointers and Novelties.—A very popular trimming, say Brophy, Cains & Co., will be tiny silver or gilt buttons used in great profusion on vests, fronts and collars and cuffs as ornamentation, but the latest is the very small silk crochet button in black or white, just put into stock.

McIntyre, Son & Co. are offering for Fall some special lines of low and medium-priced kid gloves, both in glaze and suede. They are also showing a large range of fabric gloves—the best styles and values in the trade.

"Cushion Grip" garters should soon become an article of general wear. The button and shank are both of felt, which

will not "cake," as rubber does, and will not slip or tear. These garters are made in the best English elastic. Pleated satin or silk belting is still the correct thing. Phillips & Wrinch, I noticed, were showing it in six and eight fold, and some eight ply sateen belting looked very well. This can be retailed at a popular price. The colors in the pleated beltings are in pique, black and linen color. In leather belts, imitation kid in suede color and patent leather sell best. Turquoise and matrix ornaments will be a popular novelty for the city trade. They are mounted on the satin-pleated belts and worked in wherever else possible. The "Gem" belt holder is another novelty which has many advantages. A button is sewn on the waist, and the buckle of the holder is fastened to this, while the pin runs through the skirt. With this holder there is no danger of tearing the waist, which is a fault of most other belt holders. Samples of these are sent upon request to Messrs. Phillips & Wrinch. The new collar button has been designed to prevent the linen from turning black. It is all covered with celluloid except the top, which is of gold plate, the button holes can be kept perfectly clean. It is made either with stationary or lever top, and can be retailed at a popular price.

As the DRY GOODS REVIEW is on the press, Stewart, Allan & Lemaistre wire: "Men's shirt waists sold a month ahead; unable to give date delivery; please announce."

## THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

### MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims  
Tel. Main 1985.

# The Anglo-Scotian Mills

LIMITED

Manufacturers of

## LACE CURTAINS

Single and Double Borders.

**HOSIERY.** Silk and Cashmere.

**SHAWLS.** Silk and Wool.

**ALL** the goods we sell are **MADE** and **FINISHED** in our own factories

AT

*Beeston and  
Chilwell* } *Notts, England.*

Canadian Representative:

**R. MACRAE**

207 MCKINNON BUILDING  
TORONTO



## DRESS FABRICS

### PIECE GOODS AND DRESS LENGTHS.

**A** PROPOS of the tendency on the part of retail dress goods buyers during the past season to buy dress lengths instead of pieces, one head of a dress goods department gives us this important news: "The buyers of dress lengths, and they were vastly in the majority last season, are sorry that they ever adopted this single-dress buying policy and the early purchase of Fall goods show that they are coming back to the piece idea. The first orders we have booked contain very few requests for cut lengths and the general rule is to take the full piece. So far as I can learn their experience with short lengths has not been a happy one. The trouble was that the amount of material required for a dress changed while yet the goods were on the shelves. Whereas the retailer had bought 5, 5 1/2 or 6 yards for a dress, fashion dictated that 7 or 7 1/2 yards should be put into a costume. Flounces, knife plaits and all-over tucks were introduced in great profusion and these consume quite a quantity of dress goods. The consequence was that many a lady could not buy what she wanted simply because she could not get enough of the goods to suit her purpose. It is all very well to tell her that this piece of cloth is the only length off the piece in town, but if it is not long enough she will not spend money on it, as many a retailer has found to his sorrow this Spring. Our customers have come to the conclusion that they have their hands full to keep track of the kind of cloth that is wanted without taking it upon themselves to keep tab on fashion and the amount of goods required for each dress." The speaker then turned over the pages of his order book and proved that he was selling piece goods almost entirely. What was our surprise, when, going in to another large establishment, the dress goods man tells us he can sell no piece goods but only dress lengths. Perhaps the former gentleman was a little further ahead with his Fall goods and perhaps, too, the travellers of that house were pushing piece goods. At least the matter furnishes food for thought.

### THE FALL TRADE.

The demand for Fall goods has opened up very satisfactorily indeed and it is surprising how many letters arrive ordering the goods to be shipped on immediately. This is probably because there has been no radical change in styles and the Fall goods will sell as late Spring arrivals. Plain goods will be wanted entirely, although small figured blacks surprise the trade with their sale. For dressy garments any soft clinging cloth capable of tucking will be good property. Venetian cloths, Amazons, satin cloths and lustrous materials are sure to be good sellers. Poplins are inquired for to some extent, while covert and box cloths and serges will be among the best sellers for costumes. For evening wear crepe de chine, and, in fact, all crepes and other light textures are wanted.

Black will continue to be out of all proportions the best selling color, but white is rapidly gaining strength and we shall see much of its Summer predominance last well on into the Winter, for evening and indoor wear. Next comes the reds which are being taken strongly while greys, blues and browns are among the leaders.

Waist materials are fulfilling all expectations in regard to popularity. Retailers are ordering French flannels, cashmeres and Henriettas very freely, mostly, now it would seem, in the plain goods. Some people talk of a tendency to fancies in these lines while others find only a small demand for them.

### FALL FLANNELETTES.

The sales of flannelette total up favorably and above those of last year. This is mostly because of the superiority of the goods shown. The feature of the Fall range is the successful imitation of dress goods by the cotton mills. Their range is neat all the way through but their imitation of the French flannels which were so well received last Fall and Spring has proven itself as notable in the Fall range as the mercerized effect was in the Spring. These printed flannelettes are selling as low as 11 to 13c. and are being taken freely to be offered in competition with 35 or 50 cent French flannel. The mills are to be congratulated on the success of their devices.

This flannelette is being taken mostly in bright reds and harvest blue.

This is only an illustration of the competency of the cotton mill manufacturers of to-day. We had another in June in the scarcity of job lots of seconds generally thrown on the market in this month. This year there have been but few offers of this class, the manufactured cotton goods having been almost universally first-class in every detail.

### LATE SUMMER TRADE.

The last repeat orders of Summer dress fabrics are now in the wholesalers' hands and they are not likely to remain with them long for there is no superabundance of these goods. Blue muslins have been extremely scarce during the last few days, while the whites are still going out in lively style. DIMITIES, lawns, and mulls can all be procured again in limited quantities. English advices contain the prediction that we shall see the greatest white season we have ever seen.

### VELVETEENS.

Every house has taken up the hue and cry on behalf of velveteens and their prevalence is now an assured fact. They will not be a leader yet, nevertheless there will be many a whole dress made out of them. And not only are the wholesale dress goods houses taking them up, but the manufacturers are also dabbling in them rather heavily. Black will be the leading color, but blues will also be good selling shades.

### CURRENT CHAT IN THE TRADE.

The Imperial suitings of Wm. Agnew & Co., Montreal, are good value and well worth inspection. They are of a nice soft texture and are very suitable for ladies' dresses.

Kyle, Cheesbrough & Co. are showing a 40-inch K. C. brand of Armure cheviot to retail at 35c., giving the retailers a very fair profit. This is an all-wool plain costume cloth and is regarded as special value.

S. Greenshields, Son & Co. have placed into stock three lines of black Swiss muslin to retail at 18, 20 and 25c. and a special line of black India linen to go at 25c. They have received their last repeats of Irish dimities in all numbers, including their special numbers, 400 and 410, to retail at 18c.; they are put up in 24-yard ends and boxed. Swiss spot muslins are shown in white to retail from 18 to 40c.; also white with colored spots to retail at 25c., and colored grounds with white spots to retail at 30c. Quite a range of these goods is on hand.

The prevailing clothes for dress goods in the coming Fall season will be altogether of a plain nature. Homespuns, friezes, Venetians, broadcloths and coverts will be most worn in greys, navys, browns and black. In imported goods the leading lines will be serges, velours, satin cloths, soleils, cords, camels hair effects, Amazons, sedans and vigoreaus. The principal colors are greys, blue, old rose, fawns, navy, browns, cardinal and black. In black goods the demand is for small, neat effects in poplins, armures, crepe cloths, Sebastopole and granoline cloths. In the W. R. Brock Co.'s Toronto dress goods department I noticed a line of printed and embroidered French flannels, for blouse goods. These were in very choice colorings, and some new weaves in French goods, in silk and wool stripes were effective, as well as silks for blouse waists in all the leading colors. Velveteens are still in good demand in both colors and black.

The next sales will be plain goods, also report The Wyld-Darling Co., Toronto, fancy stuff having dropped off greatly. Colored cashmeres are selling well in many shades. In broadcloths, Venetians and Amazons, some special lines to retail from 50c. to \$1.25 are going well. The Wyld-Darling Co. show them in 47, 52 and 54-inch goods. They are making special preparations for a big Fall trade in chevots, principally in blacks and navys, which can be retailed from 50c. to \$1.50 per yard. Two specials in whipcords C104 and C105 appear to be well liked. They retail for \$1 and \$1.25. In serges, which will be as popular as ever, specials to retail at 25, 50 and 75c. are being taken rapidly. Black and colored satins are spoken of as being particularly strong for Fall, and black and colored taffetas and black peau de soie will be good property. The leading colors in dress goods in their order of popularity will be beige, reds, hussar blue and navys.

John Macdonald & Co.'s range includes Venetians, satin cloths, Amazons, etc., while in black goods are included poplins, corkscrew weaves, serges, etc. For children's wear there is some demand for German plaids. Vigoreux cloths sell well. A black biarritz cloth, Henrietta on one side and a poplin effect on the other goes well. Colored Henriettas are good property, while colored cashmere serges are extra good. Grenadines, both black and colored, are in demand for Sum-





31 GREAT PORTLAND ST. W., LONDON, ENG.  
T. A. "Selfhelp," London.

**IRISH FRIEZES** for extra heavy **GREATCOATS**, 6/ to 10/6 per yard, double; about \$ .50 to \$2.55.

**IRISH TWEEDS** for thick, warm **WINTER SUITS**, 2/6 to 4/ per yard, single; about 60c. to \$1.00.

**IRISH HOMESPUNS** for country **LOUNGE WEAR**, 2/ to 3/6 per yard single; about 50c. to 85c.

**SERGES and CHEVIOTS** various weights and qualities, for ordinary wear.

With the reduced tariff, these excellent **IRISH Cloths** should be on the counters of every Tailor and Storekeeper in the Dominion anxious to do himself and his clients justice. Samples on application, or a visit from their Buyer, when in London, will be sure to turn out mutually advantageous.

mer trade. In point of popularity as to color the fabrics seem to run in this order: Greys, blues, greens, blacks, light navy, etc. Their ready-made department has been a conspicuous success. Tailor-made skirts are made up in the best and most popular materials. Elaborately trimmed and flounced dresses of cotton fabrics are also popular. Boys' suits for Fall and girls' dresses, flannelette wrappers, black mercerized undershirts, etc., are all made up in the latest style.

The W. R. Brock Co., Montreal, have received two leaders in French flannelettes, one a plain and the other a twill, which are confined to themselves, and they are going to run them at a price 15 per cent. below the market value.

#### SOFTER FINISH FOR FALL GOODS.

Speaking of these goods, Brophy Cains & Co. say that the prophesy has been fulfilled to the extent that a majority of the desirable novelty cloths that have been shown to the buyers and have been ordered for Fall deliveries have a decidedly soft finish.

This idea has extended in some cases to plain taffetas, buyers having stipulated that silks of this description ordered shall not have that stiff, paper-like finish which has been characteristic of the marketable fabrics of the season just past.

Brophy, Cains & Co. say that velvet ribbon loops and rosettes with long streamers for the front of lace and chiffon ruffs and light-wear waists, giving a touch of black, look extremely chic. This is a pointer for the rest of the season, and it is very likely that a continuation of the strong velvet ribbon vogue will be maintained for a year to come, with a parallel demand for ribbons of narrow widths in satins and other textures. This firm are showing narrow widths in all classes of ribbons.

#### NEW LINES IN FANCY GOODS.

Nerlich & Co.'s Fall and holiday catalogue is now in hand and will be ready for mailing about the 1st August. It is to contain a very large line of fancy goods, dolls, toys, and novelties for the Christmas season, and dealers who do not usually receive a copy should write for it as it gives a lot of information about the class of goods represented.

The wholesale fancy goods houses are very busy receiving Christmas stocks and are preparing for a very large business this season. Nerlich & Co. tell us that their advance orders this season were much larger than last year and report a general tendency of dealers to purchase a better class of goods. This is a very desirable feature as the big selling lines the last few seasons have depreciated into rather a trashy class of goods, and now that the buying public are in a better state of prosperity and can afford to pay for better quality goods, dealers in their own interest should not attempt to cater for trade with articles that have been stinted in quality to make attractive prices.

A day or two ago the writer paid an interesting visit to the travellers' sample department in Nerlich & Co.'s warehouse. Their eight travelling men with a large staff of assistants are busy preparing road samples and the men will be on their respective trips in a few days. They will show a larger range than usual of all Christmas goods. Photograph albums, photo frames, dressing cases, toilet sets and toilet novelties are prominent in the fancy goods section. In toys, a great many new lines are to be seen, amongst which are some decided novelties, both in American and European manufacturers.

"Dry Goods Review" readers about to place orders for Christmas goods should communicate with Nerlich & Co., and arrange to see samples.

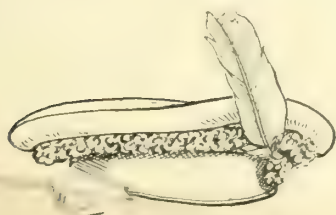
A line of men's fancy striped cashmere half-hose which the Brock Co., Toronto, have put on the market has been named the "Swell." The patterns are striking without being too loud. They retail at 50c. in all sizes.

Mr. M. Markus, Montreal, carries a very large range of clothiers' trimmings, such as buttons, buckles, and pant clasps, rubber tissue, etc., in stock and will be very pleased to give samples. He defies competition in this line.

## The Bruce Manufacturing Co.

MANUFACTURERS OF

## Ladies' and Children's Headwear.



Warehouse and  
Factory,

192-194 King St. West,  
TORONTO.

They look well, they wear well,  
and they sell well. \* \* \* \*





## THE MANUFACTURE OF CORSETS.

**D**URING the past few years there has been, perhaps, no article of ladies' apparel which has received from manufacturers in many countries so much attention, and on which has been expended so much care, as the much abused corset. Every shape, almost, has been placed on the market, the great object being to turn out a corset, the ideal in form and comfort, and that which has the greatest and widest sale must be looked upon as being nearest to the ideal.

Of all the many makes of corsets the famous "C.B." is, in point of sales, the leader. These goods can be found in almost every country where corsets are known, and they are favorably known wherever found. The reason for their immense success must lie in the fact that their originator, Mr. Charles Bayer, from whose initials their name is taken, made a very close study of what was needed in the matter of corsets, and a careful examination of the methods of foreign manufacturers, gaining a knowledge that enabled him to turn out the present faultless article.

But it was not alone the personal skill of Mr. Bayer, but the excellent labor-saving machinery and the special blocks of which Charles Bayer & Co. alone have, having invented them themselves, made the "C.B." corset so famous. Their factories, located at London, Manchester, Bath, Bristol, Oldland Common, Landport, Portsea and London-derry employ altogether nearly 5,000 hands, and the stock of finished corsets is over 50,000 dozens. A further idea of the enormous output of this firm might be gathered from the fact that in London two warehouses alone supply some 14,000 dry-goods men with "C.B." corsets, who, in turn, sell them to 140,000 wearers.

The excellent management and perfect organization of the Bayer factories—especially that in Bath—has been the subject of much laudatory comment, for there are few establishments in which so great an amount of work is done and so many men and women are employed that are conducted as regularly and smoothly as these. The factories have been designed not only so as to be well adapted for the particular class of work to be done, but special attention has been given to looking after the health of the employees, the result of which is that

visitors to the factories are struck with the happy, contented look of the hundreds of girls who work there.

Lately, two or three factories have been added, and, as the growth of the "C.B." corsets in popularity shows no signs of abating, it is impossible to say where the end will be.

The firm have already met with great success in other parts of the Empire, having warehouses in Melbourne and Sydney, in Australia, and at Auckland, New Zealand, and now they have appointed a representative in Canada, Mr. Hird, of J. Hird & Co., who has lately arrived in the country. His office, at 232 McGill street, Montreal, will doubtless become a very busy place before long.

### PANNE AND MIROIR VELVETS AND PLUSHES.

Brophy, Cains & Co. say: "Our assortment of panne and miroir velvets and plushes for the incoming season will include all the staple and high colorings. These goods will be much in demand for waists, costumes and opera cloaks."

This firm are also showing five ranges of printed panne silk-faced velvets for combinations and trimmings.

### BOULTER & STEWART CONTINUE BUSINESS.

Comment has been caused by the bitter attack of a writer in an English trade paper on the firm of Boulter & Stewart, Toronto. The attack was based on a report of the meeting of the English creditors of the firm, numbering 25 per cent. of the whole. Since this meeting and the appearance of the article, the firm has made satisfactory arrangements, and are now continuing the business with the consent of the firms interested (even the English houses) on whose behalf the attack was supposed to be written. A statement has also been prepared by Mr. Clarkson, the well-known accountant, declaring that implications of crooked dealing against the firm are entirely unjust and unfounded. The friends of Boulter & Stewart are satisfied that nothing of the kind occurred, as the reputation of the partners stands well in trade circles. The firm is once more pushing business with prospects of good success.

As to the general reflection on Canadian firms embodied in the article of the same writer it is absolutely unjust, and it would be better for trade interests if such assertions were not made.

**BIG IMPROVEMENTS IN TORONTO.**

Two important changes are being made at present in the wholesale dry goods trade of Toronto by Nisbet & Auld and John Northway & Son. The former are doubling the size of their warehouse by adding to it the premises just vacated by the latter.

This will give Nisbet & Auld five extra floors, which they have needed for some time. The whole block will then be occupied by them, the wall separating the two parts being torn out and each department being increased to just twice its size. This will give them the largest woollen house in Canada. Though all the departments will be increased, it is probable that in the dress departments they may place some new lines. The door of the new wing will be closed and that of the old used as the main entrance. All the latest fittings will be added, including a new steam-heating plant, passenger elevators, luxfer prisms, etc. The general offices will be in the new wing and private offices in the old part, while the basement will be used for shipping and storing the heavier goods.

John Northway & Son are taking up new premises at 91-93 Wellington street west. This is a new building of five storeys and basement, the latter being used for shipping. The ground floor is devoted to samples of made up goods and general show-room, the offices being in front. The next floor The Central Spool Agency will occupy. The third floor Messrs. Northway & Son will use for their stock of cloths and made-up garments. The fourth will be the cutting room, where the

garments will be cut and trimmed. On this floor is a women's lunch-room, cloak-room and lavatories, all large and well fitted. The top floor contains the operating tables along the side, the pressers and examiners using the front and the finishers and buttonhole sewers the back end. Here all the machines are run by electricity, and some 140 employes are at work.

The different floors are all airy and well lighted, 50 by 186 feet in size, and the fittings are the latest and best. A fire-proof stairway runs from top to bottom. The building is considered to be a particularly strong and well-built one, and it presents an imposing appearance from the street.

Mr. M. Markus, Montreal, claims he has received the best line of embroidery that was ever shown in Canada, and the wholesale trade would do well to inspect it for next season's trade. Mr. Markus is also showing all sorts of Persian goods for trimmings.

The W. R. Brock Co., Montreal, have just received a large shipment of loom ends of embroideries—the remnants of last season—from one of the largest manufacturers in St. Gall. They are done up in cartons of 50 ends of 4½ yards each piece—a marvel for value. Send for a sample carton, No. 500 at five cents per yard.

In their smallware department, John Macdonald & Co. are showing Shetland floss, 16 oz., at a very close figure. Write for prices; all colors kept in stock. Also get quotations on their "J.M.D." Scotch fingering before buying, as they are making a leader of this line this season. Are you handling their "J.M.D." silk dress steels to retail at 20c. per doz? If not get them at once. They are the dressmakers' delight.

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*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

---

*Dominion Suspender Co*  
*Niagara Falls*

*Makers of Trade D Mark Suspenders*  
*Guaranteed*



*Novelty of*  
*Season.*



**"ERELLA"**  
(REGISTERED)

For ==  
*Blouses,*  
*Shirts,*  
*Pyjamas, Etc.*

**300 DESIGNS.**

**Fast Colors. Wear Guaranteed. Shrunk.**

BLEACHED, DYED, WOVEN AND FINISHED ENTIRELY IN OUR MILLS.

Impossible to Detect from and at  
**One-Third the Cost of Wool.**

**E. ROTHWELL & SONS,**

**Linnyshaw Mills, Walkden, Lancashire.**

Agent: Mr. R. H. COSBIE,  
Manchester Building, Melinda St., Toronto.

# Wholesale Millinery

Quick  
and  
Accurate



That's the reputation we have for filling letter, 'phone or telegraph orders.

Our stock is still well assorted, enabling us to give the usual general satisfaction in the filling of orders.

**Please Note**—Our representatives have left for their respective routes with complete range of samples for Fall and Winter season. Kindly reserve orders.

## THE D. McCALL CO., Limited

T. A. CODE

GEO. D. ROSS & CO. MONTREAL  
SELLING AGENTS.

PERTH WOOLLEN CO. LIMITED.  
T. A. CODE, PRES.



TAY KNITTING MILL

YARNS, HOSIERY, FULLED SOCKS, MITTS,  
SPORTING GOODS, GLOVERS SUPPLIES, ETC.



TRADE MARK  
TAY KNITTING MILL.



PERTH FELT MILL

FANCY TWEEDS, CHEVIOTS, CASSIMERES, FRIEZE & FELT GOODS

Manufacturers of

## FELT GOODS, viz.:

FANCY  
TWEEDS,  
FRIEZE, etc.

ART and SHOE FELTS,  
TABLE COVERS, TAILORS' PADDING,  
and SHOE LININGS.



**MATTHEWS, TOWERS & CO.,**

14 St. Helen  
Street,

**MONTREAL.**

For . . .

**SORTING AND FALL  
TRADE**

We are showing . . . . .

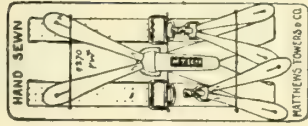


The  
Latest Novelties  
IN—



**Men's Furnishings**

Including our well-known  
Special Lines in —

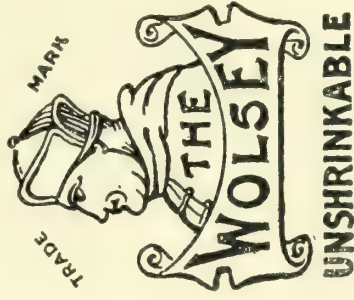


## Hand-Sewn Braces Club-Color Sweaters

We are also offering special values  
in . . . . .

## Underwear For Fall and Winter

including the celebrated  
“Wolsey,” guaranteed  
**positively** unshrink-  
able. This will be the  
leading line with all first-  
class Men’s Furnishing  
houses in the Dominion.



We have  
just  
opened  
Four  
Cases  
of these  
Celebrated . .

## HOSIERY.

Full stock, at all times, of

*White and Colored Shirts*  
*English and German Collars*  
*Umbrellas*  
*Rubber COATS*  
*Up-to-date Neckwear*

and all requisites for a high-class trade.

# MATTHEWS, TOWERS & CO., 14 St. Helen St., MONTREAL.

EXCLUSIVELY MEN’S FURNISHERS.





## THE CANADIAN COTTON MARKET.

COMMENCING about the last week of June, quite a different tone prevailed on the cotton markets. Instead of the depression which has been noticed for the past two or three months, the feeling is quite buoyant, and merchants who have placed their orders for Fall requirements are jubilant, believing they would not be able to buy at the same prices now.

Large buyers expect an advance from  $7\frac{1}{2}$  to 10 per cent. on white cottons, pillow cottons, greys, sheetings, drills, canton flannels and carpet warps. They advise retailers to place their orders for the requirements of the coming season as early as possible, as nothing will be gained by holding off, and it is just possible that they might have to pay more for the goods in a month or six weeks' time. Jobbers took advantage of the low prices of a few weeks ago, and many lines will be sold out before long, as the stock is not heavy.

Lately the market has been visited by two or three representatives of some American factories which had some odd lines which they wished cleared up. These the Canadian jobbers picked up at what the agents claimed was 1 to  $1\frac{1}{2}$  cents below what they cost the mills. There was a limited quantity of these goods, but one or two houses secured them and will likely place them before the retail trade shortly. Repeat orders for these goods will have to be paid for at a higher figure.

The advances noted above are in sympathy with the American markets, Canadian manufacturers having been slower in realizing that high-priced raw cotton meant high-priced manufactured goods. The advances, it is said, are being contemplated after careful deliberation, and, if so, it is not likely that there will be lower prices on these goods this season.

Some of the leading converters in New York have, during the last week or so, advanced their range of linens from  $\frac{1}{2}$  to 1c., and the general-manager of one of the Canadian mills has informed his agents to go slow in booking orders as they may be compelled to get higher prices in the near future.

The disturbances in China appear to be approaching a settlement, and, as soon as that market opens, an almost unlimited quantity of goods can be sent in, which will certainly send things up at a lively rate.

Referring to our report of a drop in price on two lines of tickings, we should have said  $7\frac{1}{2}$  per cent., not 10 to 12 per cent.

## THE LINEN TRADE.

In the European linen market prices are very much advanced, and are still holding in that direction. On account of the scarcity of flax, some of the larger manufacturers have about 1,000 looms idle, while others are working on half time. The proportion of good quality flax is very small compared to the amount of the lower grades, which will make the goods extremely hard to get. Manufacturers cannot get the

flax, nor do they care to manufacture at the present high prices, as they could not sell the goods. Some makers are putting jute in to take the place of flax, and, as a consequence, jute has also gone up, and may possibly go higher yet. There are no linen jobs or old stocks on the market whatever, the Canadian buyer for a large retail firm having picked up only one.

In conversation with a representative of THE DRY GOODS REVIEW, Mr. John Patterson, of John Patterson & Co., Glasgow, and Belfast, who has just come from the British markets, spoke as follows of the condition of the linen markets: "Although there is a very poor linen trade, yet prices are very high, and for two or three reasons. First, of course, is the scarcity of the raw material. In the second place, the immense contracts for linen ducks placed by the British Government for the soldiers in South Africa cleared out a great deal of goods, and in many cases the advance on the orders has been 100 per cent. Then, the effects of the Dingley Bill has had much to do with it. Hitherto, the United States has been Great Britain's best customer for linens, taking as much as all the rest of the world together; but the Dingley Bill entirely demoralized that end of the trade, and the Americans are now making many lines in unions equal to those made in the Old Country. They are trying linens, too, and with fair success. It is impossible for the manufacturers of linens and unions in Ireland and Scotland to compete successfully against a tariff meaning 50, 60 and 70 per cent. against Great Britain, and in the advantage of American manufacturers who are thoroughly up-to-date in their methods and have as great facilities.

"Retaliatory duties might bring about a change; but, in the meantime, many factories are going up in the United States for making union and linen goods and considerable capital is being put into them. There is a strong feeling in Great Britain at present that something must be done in retaliation, as the United States appear to want everything and desire to give nothing in return.

"I do not think there will be any further advances in linen; trade is too quiet. There is not likely to be any reduction in raw materials either for the next six months. Prices are now exactly double of what they were before the advance.

"The advance in prices of yarn has induced some manufacturers to put jute into the goods, but for household linens these will be quite useless, and retailers should beware of them. Nearly all the factories are working on three quarter time, and the outlook is not much improved."

Some Canadian buyers, on the other hand, argue that a United States demand may shortly spring up, and that this will send prices up.

## PRICES OF THE LAST FIVE YEARS.

The New York Commercial Year-Book contains an interesting comparison of prices of cotton textiles, fibres and raw materials during the past five years. The details are to be found in the following tables:

|            | Print Cloths.<br>64 x 64. |        | B'l'ch'd Shirt-<br>ings, Lons-<br>dale 36-in |      | Brown Drills.<br>Stand. Eastern. |      |
|------------|---------------------------|--------|----------------------------------------------|------|----------------------------------|------|
|            | High.                     | Low.   | High.                                        | Low. | High.                            | Low. |
|            | Cents per yd.             |        | Cents per yd.                                |      | Cents per yd.                    |      |
| 1895.....  | .....                     | .....  | 8½                                           | 6½   | 6½                               | 4½   |
| 1896.....  | 3                         | 2½     | 8½                                           | 6½   | 5½                               | 5½   |
| 1897.....  | 2 11-16                   | 2½     | 7                                            | 6½   | 5½                               | 4½   |
| 1898.....  | 2½                        | 1½     | 6½                                           | 5½   | 4½                               | 4½   |
| 1899.....  | 3½                        | 2½     | 8                                            | 5½   | 6                                | 4½   |
| 1900.....  | 3½                        | 2½     | 8½                                           | 7½   | 6½                               | 5½   |
| 1901*..... | 3½                        | 2 9-16 | 8½                                           | 7    | 5½                               | 5½   |



|                         | Amer. Prints. |      | Manila Hemp.  |         | Ohio.         |      |
|-------------------------|---------------|------|---------------|---------|---------------|------|
|                         | Indigo.       |      |               |         | XX Wool.      |      |
|                         | High.         | Low. | High.         | Low.    | High.         | Low. |
|                         | Cents per yd. |      | Cents per lb. |         | Cents per lb. |      |
| 1895.....               | 5             | 4½   | 5             | 4 1-16  | 19            | 16   |
| 1896.....               | 5             | 4    | 4 9-16        | 4½      | 19            | 17½  |
| 1897.....               | 4¾            | 4¼   | 4½            | 3½      | 31½           | 17½  |
| 1898.....               | 4             | 4    | 8½            | 3 15-16 | 31            | 28   |
| 1899.....               | 4¾            | 4    | 16            | 6 1-16  | 34½           | 26   |
| 1900.....               | 5             | 4½   | 14½           | 7       | 36            | 27   |
| 1901 <sup>*</sup> ..... | 4¾            | 4¼   | 9¼            | 7½      | ....          | .... |

|                         | Mid. Up. Cotton. |         | Raw Silk      |      | India Rubber. |     |
|-------------------------|------------------|---------|---------------|------|---------------|-----|
|                         | High.            | Low.    | High.         | Low. | Para, Fine.   |     |
|                         | Cents per lb.    |         | Cents per lb. |      | Cents per lb. |     |
| 1895.....               | 9½               | 5½      | 47            | 44   | 80            | 70  |
| 1896.....               | 8½               | 7 1-16  | 47½           | 42   | 86            | 70  |
| 1897.....               | 8½               | 5 13-16 | 49            | 47   | 88            | 79  |
| 1898.....               | 6 9-16           | 5½      | 49            | 48   | 103           | 80½ |
| 1899.....               | 7 13-16          | 5 13-16 | 56            | 49   | 108           | 92½ |
| 1900.....               | 11               | 7 9-16  | 56            | 32   | 107           | 85  |
| 1901 <sup>*</sup> ..... | 12               | 8 1-16  | 32            | 29   | 93            | 83  |

\* For four months.

The points to be noted in the above are (1) that it covers a period of appreciation in prices 1895-1900; (2) that raw materials increased more than fabrics, and (3) the present year, as far as it has gone, shows a tendency to lower prices.

In print cloths, shirtings, prints, etc., the market has been fairly steady. In raw cotton we are not nearly back to the level of 1895 when the lowest price touched 5½c. per lb., while now it is over 8c. Raw silk has gone away down from 44c. per lb. in 1895 to about 29c. Rubber has increased in price, as has American wool.

On the whole, while 1901 points to a declining market the trend so far has not been at an alarming rate.

#### NOTES FROM THE STAPLE DEPARTMENTS.

The W. R. Brock Co., Montreal, have opened out all their new linens, towelings, tablings, etc., for Fall; also a big repeat of French canvases in black and natural. They have imported some white and grey cottons and long cloths, which they are selling at 15 per cent. less than market value. They are making a good run on American "Perfection" shirtings, which have gained a good reputation with the trade in Canada.

In the sorting trade, John Macdonald & Co. find a big demand for light muslins, light prints and mercerized sateens. The demand for linens is increasing greatly, as dealers are buying before prices go still higher, and they are wise. Some specialties in shirtings, bags and wraps are shown, and they are going to make leaders of some grey cottons for a while.

The Wyld-Darling Co. show bleached and unbleached tablings, contracted for before the rise in price, and a range of colored tapestry covers, to retail at 75c. to \$5 each, will be well liked. Black and natural canvasses for both dry goods and tailoring purposes can be retailed for 8 to 20c., and for

tailoring there are two special lines of shrunk ducks. Three or four specials in white blankets, in union and all wool, are having an unprecedented sale. Flannels in low unions and all wools are being taken in grey and navy in quantities that prove their value. A while ago, when some American jobs in grey and white cottons were on the market, by watching the market closely four or five leaders in Canadian goods were secured, which are offered at interesting prices. Comforters will soon be in order again, and some new designs are shown. Plain and fancy eiderdowns have just been placed in stock.

Among the goods that jobbers find to be in great demand for the Fall trade are wrapperettes, and dealers who are looking for something good in this line may find the following to their taste: A 29 inch, blotch printing, in four different sizes, polka dots, fancy stripes, and little floral designs, in navy and marine blue, scarlet, cardinal and black grounds, which can be retailed at 10c.; and a 29 inch twill cloth, designs in scrolls, pine patterns and copies of French delaines, in rose pink, sky blue, marine and navy blue, black and white, and black and colors, which can be retailed at 12½c. These were bought in the grey by the W. R. Brock Co., and they had the designs printed on them. There is a large range running from 6c. to 18½c., in about 20 different cloths. In flannelettes, No. 180 is a 35-inch, heavy cloth, soft finish, in 20 different patterns, which will make a good leader to retail at 10c. Specials in plain and twill Saxony include No. E, a 30 inch plain, and No. F, a 28 inch twill, both to retail for 10c. They come in pink, blue, cardinal, white and cream, and are rapid sellers. Among the goods in the linens which were bought at old prices and are now sold very low, are No. A 1, a 60 inch cream-damask table linen in five different designs, mellow cloth, good weight, to retail at 25c.; No. M 6, a 60-inch cream damask table cloth, extra fine, to retail for 50c., and No. M. 133, a 23-inch check glass cloth, to retail for 10c. P 136 is an 18 inch huck towelling, to retail at 10c., and some new Clyde crashes are shown in 16, 18, 20 and 22 inch goods, to retail, at 8, 10, 12½ and 15c. respectively. B 8 is a 20 x 40 fringed huck towel, good weight, to retail at 25c. per pair. M 64 and M 66 are 5 inch double damask bleached table napkins, to retail at \$2 and \$2.50. All the above are fully 25 per cent. below the market value. Two special linings are No 35, a 28-inch bright face cloth, to retail at 12½c., and No. 25, a Schreinered mercerized cloth, to retail at 25c. In tailors' trimmings, black Italians are offered at 10c. per yard, and Kirk's permanent doeskin finish at 45, 55, 65 and 75c. Five leading numbers in French canvass are being sold at old prices.

# William Mitchell



## Hydraulic Pulp Mats for Pulp Mills

All sizes bound complete—made to order.

Lettered Mats a Specialty.

# COBOURG MATTING, MAT and CARPET WORKS

Cobourg, Ont.

MANUFACTURER OF

## Cocoa Mattings and Mats Jute Mattings and Carpets

WOOL DUTCH and IMPERIAL

STAIR CARPETS.

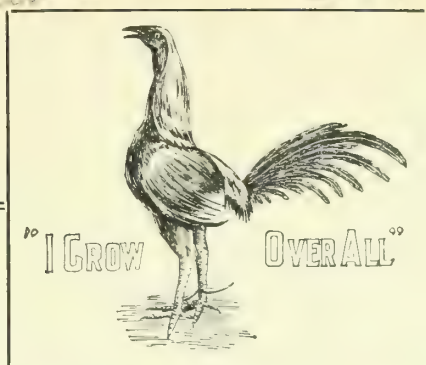


## INDEX TO ADVERTISEMENTS.

<

THE STANDARD

OF EXCELLENCE



# Overalls and Jackets

MADE WITH THE

*Wilkins' Safety Watch Pockets.*

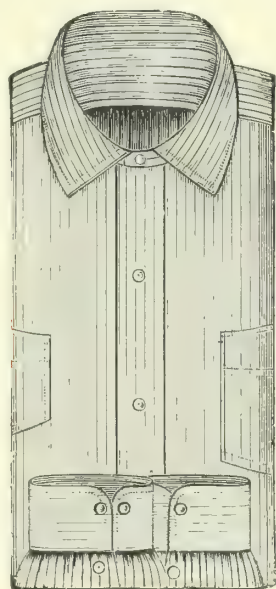
*High-Cut Side Pockets.*

*Double Bibs, Double Stitched and Riveted.*

*Selected Denims. Have no Equal in America.*

## SHIRTS

Navy, Grey and Fancy  
Flannels,  
Kerseys, Tweeds,  
Serges,  
Black Sateens, etc., etc.



## SHIRTS

Outing lines in Silk Stripes,  
Oxfords, etc., in  
Fancies of English,  
Scotch, American, and  
Canadian Fabrics  
in the latest designs.

Double front and back Working Shirts, Black Sateen with Wilkins' Safety Watch Pocket.

## Men's Working Smocks and Pants.

Homespun in all grades up to 20-oz.—the heaviest ever shown. Diamond Twills, Untearable Twills, Pin Checks—Extra heavy, Extra value. Etoffe and Tweeds in all grades. Duck Coats, Smocks and Jackets. Rubberized Duck Coats for Driving and Working. Boys' Untearable Knickers. Bar, Barbers', Butchers' and Waiters' Coats and Aprons.

## LADIES' TAILOR-MADE SKIRTS

PERFECT-FITTING

LATEST STYLE

Serges, Cheviots, Tweeds, Homespuns, Plaid Back, Friezes, Lustres, Silicians, Repps, Crash, Pique, "Dress," "Walking," "Outing," "Rainy-Day," etc., etc.

IF OUR TRAVELLERS DON'T REACH YOU—WRITE US

# Robert C. Wilkins

Manufacturer

MONTREAL.

**Note**—For Summer Assorting: Duck Pants, Crash Suits, Bike, Golf and Outing Suits, Negligee Shirts, etc., Outing Skirts.



# Priestley's Fabrics

FALL 1901

*This is Canadian  
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## Plain Weaves

Melrose

Eudoras

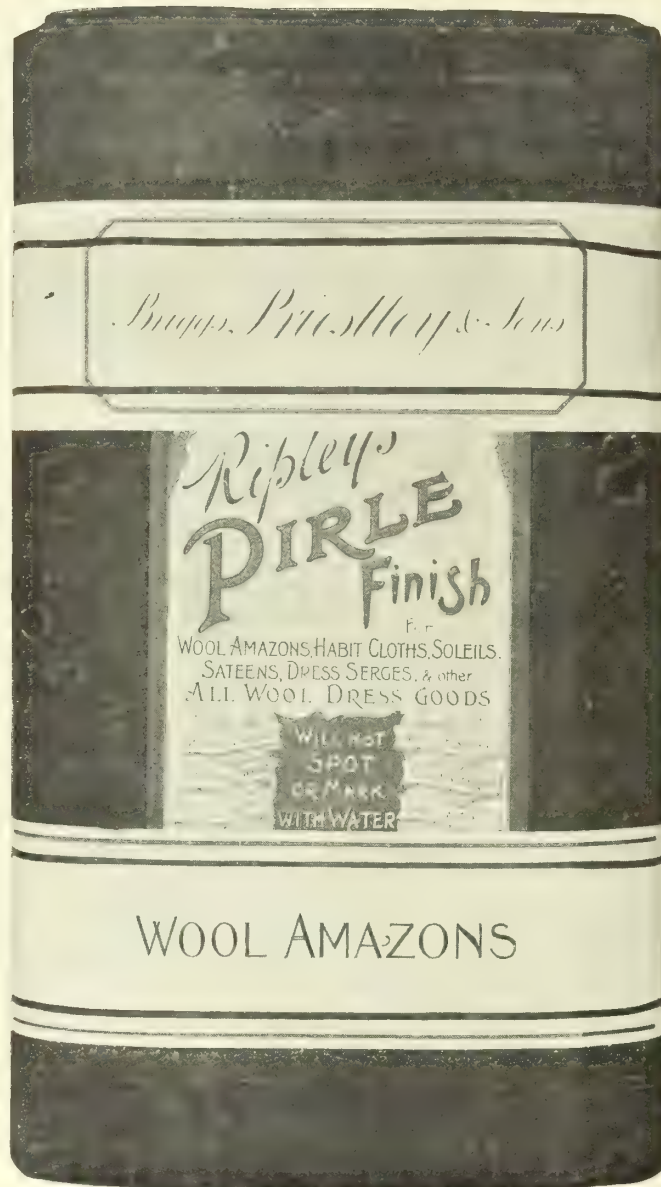
Soleils

Satin Cloths

Poplins

Crepes

Royalettes



## Fancy Weaves

Crepolines

Corkscrews

Mignonettes

Broadcloths

Vicunas

Colinettes

Armures

# S. GREENSHIELDS, SON & CO.

Sole Selling Agents . . .

MONTREAL and VANCOUVER, B.C.



VOL. XI.

MONTREAL AND TORONTO, AUGUST, 1901.

No. 8.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

TIDSWELLS

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,  
SKIRTS, ETC.

Canadian Buyers will always find the very latest  
Novelties in Ladies' and Children's

JACKETS, SKIRTS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your needs.

Mr. Robert Edminson is now acting as our  
Agent for the Dominion of Canada.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

QUALITY HAS MADE

PRIESTLEY'S DRESS GOODS

The most popular to-day with Ladies.

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SERGES  
EUDORAS  
COVERTS  
CREPE DE CHINE  
MIGNONNETTES

} Are now staple goods, the best materials  
for summer skirts---are par excellence the  
most fashionable.

Assort Your Stock Now.

S. GREENSHIELDS, SON & CO.,

Sole Selling Agents.

MONTREAL.



# WYLD-DARLING

ENLARGED PREMISES.

COMPANY, LIMITED.

ENLARGED PREMISES.

**COMPLETE FALL RANGES NOW IN STOCK.**

Increased Variety—Competitive Values—Novelties in all Departments.

|                 |                                |                             |                |
|-----------------|--------------------------------|-----------------------------|----------------|
| Dress Venetians | Flannelette Embroideries       | Men's and Women's Underwear | Overcoatings   |
| Poplins         | Valenciennes Laces             | Flannels and Flannelettes   | Fancy Vestings |
| Cheviots        | Galoon Laces                   | Imported Wrapperettes       | Trouserings    |
| Cashmeres       | Cash. and F'cy Ringwood Gloves | Comforters                  | Table Linens   |
| Silks           | Fancy Knitted Goods            | Domestic Cottons            | Towelings      |
| Satins          | Cash. and Wool Hosiery         | Men's Furnishings           | Handkerchiefs  |

## OUR OWN BRANDS

|                         |                        |                            |
|-------------------------|------------------------|----------------------------|
| "VICTOR" DRESS SERGES   | "MATCHLESS" BLANKETS   | "IDEAL" FINGERING          |
| "EMPRESS" VELVETEENS    | "NATIONAL" BLANKETS    | "STAR" 2 and 3-PLY YARNS   |
| "IMPERIAL" PEAU DE SOIE | "ECLIPSE" SAXONY YARNS | "WOLSEY" Underwear for Men |



Enlarged premises afford us greater facilities than ever.

PLEASE TRY OUR LETTER ORDER DEPARTMENT.

**WYLD-DARLING COMPANY, LIMITED, - Toronto.**

THE \_\_\_\_\_

**St. Thomas Import Co.,**

**ST. THOMAS, ONT.**

**IMPORTERS AND  
JOBBER'S OF**

Hosiery, Underwear, Mitts,  
Gloves, Flannels, Wrapperettes,  
Sheetings, Cottons and General  
Dry Goods, Handkerchiefs  
. . . of all kinds . . .

**A FULL LINE OF SMALLWARES ALWAYS  
. . . IN STOCK . . .**

SEE OUR \_\_\_\_\_

**Scotch Knit Underwear, and Fleece  
Shirts and Drawers for Men.**



**"Rooster Brand"**

**Overalls**

AND

**Jackets.**

"I GROW

OVER ALL"

A white cotton ticket, with specification as below, is on every pair of our **No. 1070 Blue Denim Overalls**, specially made for Railway men:

### SPECIFICATION OF THIS OVERALL.

Made of the Best Selected Indigo Dyed Cadet Denim.  
Wilkins Safety Watch Pocket.  
High Cut Side Pockets, copper rivetted.  
Front, back and in-seams stitched on Double Needle Machines.  
Double Bibs, stayed at top.  
Broad Suspenders and Back Strap fitted with Acorn buckles and loops.  
Solid Metal Rivetted Buttons. Continuous Fly.  
**ROOSTER BRAND. FULL SIZES.**

MANUFACTURED BY  
**ROBERT C. WILKINS - Montreal.**

The Wilkins Safety Watch Pocket was patented in Canada, June 25, 1901. (Patent applied for in the U.S.) The only pocket on earth giving absolute security for a watch.

**ROBERT C. WILKINS, MONTREAL**

Manufacturer of SHIRTS, OVERALLS, CLOTHING  
SPECIALTIES and LADIES' SKIRTS.

# **S. GREENSHIELDS, SON & CO.,**

## **MONTREAL.**

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*Every Line in Our  
Different Departments*

Will bring you —

***BUSINESS and PROFIT.***

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Your stock will be healthier and more saleable if you invest in some of the Genuine Snaps we offer you.

Our ever-increasing business tells that we have the right goods to offer, and that our customers sell them and find them

**PROFITABLE.**



# RYLANDS & SONS

LIMITED

## MANCHESTER, ENG.

Cotton  
Spinners

+ + + +

Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

+ + +

Finishers

### Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

## Capital, \$14,500,000. Employees, 12,000

### LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks, Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

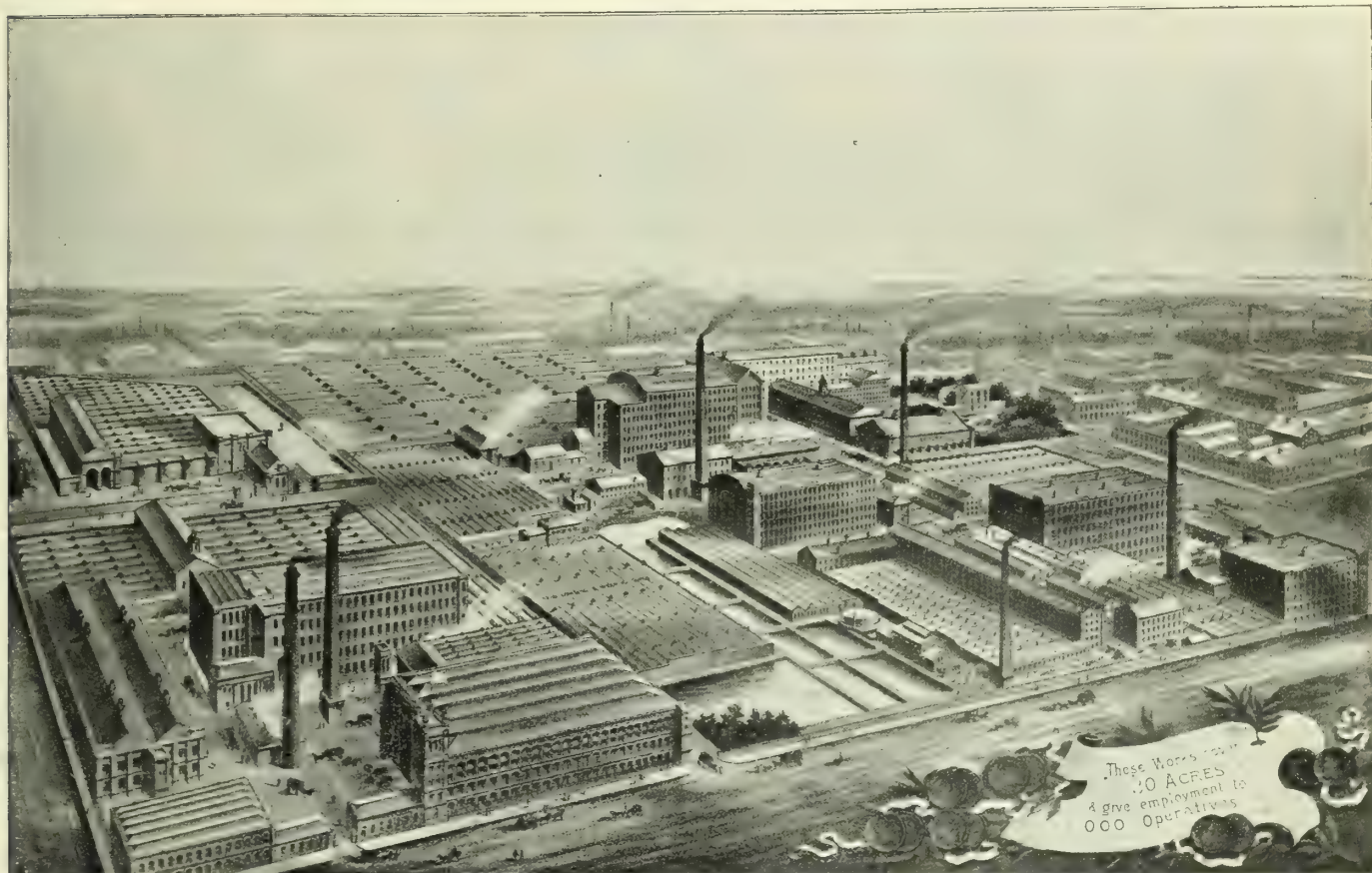
Boys' Blouses and Sailor Suits

Umbrellas, Gloves



# Horrockses, Crewdson & Co.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, 107 PICCADILLY, MANCHESTER,**  
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**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

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| PRIZE MEDALS, LONDON      | 1851, 1861 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

**GRAND PRIX, PARIS, 1900.**



# The Celebrated C.B. Corsets

(Patented  
and  
Registered)

## ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets  
represent a  
standard of  
excellence to  
which lesser-  
known cor-  
sets do not  
pretend.



The many, if  
unsuccessful,  
imitations of  
C.B. Corsets  
form flatter-  
ing testi-  
mony to the  
sterling merit  
of the latter.



Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

**SOLE MANUFACTURERS: Charles Bayer & Company.**

Victoria Buildings, Golden Lane, London.  
31 London Wall and London Wall Avenue, London.  
Albion Stay Factory, Bath, England.  
Victoria Stay Factory, Bristol, England.  
Ideal Stay Factory, Oldland Common, England.  
Baystar Stay Factory, Landport, England.  
Imperial Stay Factory, Portsea, England.  
Star Factory, Londonderry, Ireland.  
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Barrack Street, Sydney, Australia.  
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**SOLE AGENTS FOR CANADA:**

**J. Hird & Co.**

232 McGill St.

**MONTREAL.**

# STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

“Hibernia”

Hand  Made



“Sterling”

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## UNDERWEAR

For Ladies and Children.

Baby-Linen

Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

## CORSETS



“Alpine” Natural Underwear  
for Ladies and Children.

FACTORIES—

London, Strabane, Londonderry.

128 London Wall

LONDON, E.C.



Catalogues supplied on application.





# Novelties !      Novelties !      Novelties ! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

## Hitchcock, Williams & Co.

SIR G WILLIAMS

F. G. WILLIAMS

H WILLIAMS

A. T WILLIAMS

### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.

43, 44, 45, 46, 49, 50 Paternoster Row.

1, 2, 5, 6, 7, 8 London House Yard.

**MANUFACTORIES, Warwick Lane and Paternoster Buildings.**

## Boot and Shoe Laces

**Cotton, Mohair, Silk, Leather and Porpoise.**

**Best Values in Canada.**

**FRANK & BRYCE, Limited**

**MONTREAL, TORONTO, QUEBEC.**

### **LINEN THREADS:**

**Barbour's, Finlayson's, Knox's, Dunbar's,  
Stewart's.**

**Cotton Thread, Silk Thread, Hardash, etc.**



**"EXCELDA"**—A NEW FABRIC FOR HANDKERCHIEFS.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"

Points  
about  
the  
"Excelda"  
Handk'ts.

**CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.**





Toronto, August, 1901.

Stocks in all departments are now complete. A special endeavor has been made to show lines at prices that will be of interest to

## Milliners and Dressmakers

during the Openings,  
and every possible facility to economize time will be offered to those visiting the warehouse.

## Time Saved is Time Made.

**DRESS GOODS, SILKS, ETC.**—The most extensive assortment ever shown by this Company in goods that are in demand and selling freely ; some leading lines of extraordinary value are being quickly picked up by expert buyers.

## Knitted Wool Goods--Largest Stock in Canada.

Fascinators, Hoods, Caps, Clouds, Honey-Comb and Knitted Wool Shawls, Toques, Tams, Polka and Cardigan Jackets, Mitts, Infantees, Gaiters, Cuffs, Mufflers, Vests, Combinations and Over Drawers (black and white).

## Ladies' and Misses' I. R. and Cravenette Mantles.

All the new shapes, notably the following styles ; "Record," "Marvel" and "Nita," and Double-Breasted Paddocks and Nationals.

## Ribbons and Laces.

## All-Over Laces and Embroideries.

**SPECIAL VALUE** in Swiss and Cambric Embroideries. New-est Lace Galloons in Black and White for Dress Trimmings.

# THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, AUGUST, 1901.

No. 8.

## OUR NEW YORK DRY GOODS LETTER.

*Effects of the Heated Term on Trade—Silks on Better Basis—Will Velvet Revive?—Trimmings for Cloaks—New Things in Skirts—Jacket Lengths—Variations in Waists.*

From THE DRY GOODS REVIEW's special correspondent.

New York, July 30, 1901.

THE month of July in the dry goods field was remarkable for an unprecedented demand for wash goods and wash fabrics of all descriptions—anything in the nature of Summer goods, in the piece and made up. The intense heat that has prevailed over the entire country has forced the sale of these goods to an extent not deemed possible. Orders for ready-made Summer garments literally went begging, as it was impossible for manufacturers to get their operators to work for several periods, owing to the sweltering heat. The wholesale dry goods district had a deserted appearance for several days, and many firms closed their places early in the afternoon on account of the intolerable heat. However, there is not such a volume of Fall business on hand that it will interfere with that, and the other is only transient anyway.

### COTTON MARKET FIRM.

The cotton market has settled down to a firmness which it has not seen for many a day. Curtailed production in some directions has helped to steady the general market, and altogether conditions are encouraging.

In the silk market an advance in the raw material indicates a very healthy state of affairs, and while higher prices in the finished product are not looked for, firmness for some time to come is assured at present prices. Taffeta overshadows the market as usual. Deliveries from the mills scheduled for July and August are being quickly absorbed.

Black is the great favorite. There is a disposition to push some new shades of green and coral, but without any great success. *Peau de soie* is also well represented and promises to show up well as the season progresses. The supply of novelty silks is scarce and there is no particular effort to push them, as the Fall is usually classed as a plain season.

### VELVET REVIVAL PREDICTED.

According to many sources of information, some of them more or less interested, velvet will have a good revival this Fall and will be found used in many ways for women's wear. Buyers have bought liberally and seem to be in favor of bringing velvets again to the fore. The favored shades are black, cardinal, gold brown, navy and beige. Black velvet ribbons have continued their popularity and are scarcer at the

present time than at any time since the great boom in this article.

Buyers are slow in reaching this market. Whether it is owing to the intense heat in their own territory, or to the lateness of the season, nevertheless the great influx has only started and should have been well under way. Buyers from the Pacific Coast, who usually arrive about the middle of July, are late in arriving, and no doubt the others will follow suit. A possible explanation lies in the fact that the Buffalo Exposition is en route, and a stop-off at that place will account for the delay. At all events the main purchases will be delayed so much longer. Purchases from salesmen on the road have been very light and altogether of a sampling order, showing an inclination to wait for a personal visit to the salesrooms. Special rates have been secured for different territories for dates beginning the latter part of this month.

### THE OUTLOOK IN CLOAKS.

The cloak field has not yet received enough attention to start the season going in any kind of swing. The contest between the tailor-made and the dressmaker-made promises to be interesting. In the high-class garments, a large business is looked for in individual costumes, very much ornamented and elaborated, and coming under the classification of a "special." It is here that velvet may come in for a great share of its popularity. But the tailor-made suit for the masses has not lost its hold, and while it may be a little later than usual in coming in for its share of popular favor, it is regarded as none the less certain that it will retain a leading position in Fall purchases. The sample lines show a great variety of styles and indicate a tendency to include something of everything. Etons and blouses vie with Louis XIV. coats for prominence. Trimmings are extensively used, especially on the latter. In the popular end of the line, the Eton is best thought of. Walking suits, with the Norfolk jacket, also promise to attain a degree of popularity. The Bishop sleeve and the coat sleeve are about equal in popularity. They are usually trimmed to match the balance of the suit. While many elaborately trimmed suits are shown, it is believed that the bulk of the business will be transacted in the plainer garments. Vest effects in contrasting colors in velvet or silk, stitched, embroidered and braided are quite prominent in some lines. In materials there is little change, the most popular



are broadcloth, cheviot and Venetians. Velvetten is sparingly shown. There is a decided tendency to produce a broad-shouldered effect in the jackets, and shoulder capes and epaulettes are often resorted to, to accentuate the idea. Deep collars of the same material, or of lace, are also used to follow out the same lines.

#### WHAT GOES IN SKIRTS.

In the separate skirt field an early demand has manifested itself for black taffetas, which are much on the same lines as in the previous season. The models fit snugly over the hips and have a graceful rounded turn, and flare out below the knees. Multitudes of flounces, both plain and graduated, are employed and are more or less elaborately trimmed with lace applique, net, and chiffon, in combination with tucking or hemstitching. The so-called rainy-day has been superseded by the "walking" skirt, which is now a popular model. The regular lines include in the fabrics, broadcloths, chevots, repellents, basket weaves, brilliantines, Venetians and nets.

On jackets and automobile coats there is the usual before-the-season discussion with regard to lengths. There is a great deal less uncertainty in these quarters than in previous seasons, and opinions agree very generally on two lengths—the 27-inch and 42-inch. Of course, the sample lines include various other lengths and in some sections of the country, particularly the southwest, 36-inch lengths are favored. Half-fitting, loose-front models are favored. Kersey is the favored material, though coverts and rough-faced materials will also be in the race.

#### FASHIONS IN WAISTS.

In the waist field opening orders have started in well and a big season is looked for. The earliest orders were placed in flannels and sackings. Whipcords and cashmeres are fairly well thought of. Taffeta and peau de soie are the leaders in the other division, and the competition between flannels and taffetas for first place promises to be a keen one. There is very little change in the models of waists. There is a tendency to favor a new set of models which button in the back, but to what extent this innovation will take hold remains to be seen.

The Bishop sleeve is used with either the narrow or bell cuff. The same elaborations are being used, namely, pin tucks, plaits, box plaits, hemstitching, cording and tailor-made strapping and combinations of the same. Quantities of small crocheted buttons are used to trim the fronts. In the popular-pieced end of the line mercerized sateens are very popular and follow closely the styles of the silks. While the usual range of colors are favored in flannels, the great run in taffetas and peau de soie is in blacks which seem to have taken the popular fancy.

W. B.

#### SON OF A RICH DRYGOODSMAN.

Sir Henry Campbell Bannerman is rich, immensely rich, but he is proud of the fact that his father was a draper. About the beginning of the century two brothers started business in a little shop in the East End of Glasgow, and the sign over the door proclaimed to the world that their names were James and William Campbell. The little business prospered, and one of the brothers became Sir James Campbell, Lord Provost of the second city of the Empire. Prosperity had come in time for Sir James to send his boys to the university, and the eldest, James Alexander, went to Glasgow and became a Tory, like his father. Henry, a younger son, went to Glasgow and Cambridge, and became a Liberal. Both the brothers sit to-day in the Mother of Parliaments. One is the member for Glasgow and Aberdeen Universities, and supports the Government; the other has represented Stirling thirty years, and leads the Opposition. It was under an uncle's will that Sir Henry took to himself the name of Bannerman.

#### AN ENJOYABLE PICNIC.

**S**ATURDAY, July 13, was a red letter day among the employes of Tooke Bros., Limited. At 8.15 a train of nine cars containing about 500 employes steamed out of the Windsor station for Iberville. The weather was all that could be desired, the ground very pleasantly situated on the banks of the Richelieu, and the programme of games and other amusements so well arranged as to leave nothing wanting to make the occasion one of the most enjoyable of the many social gatherings held from time to time by the employes of this company.

The company's works are situated at St. Henri, in perhaps one of the most perfect factories in the world, lots of space, perfect ventilation, and every modern convenience, so that the change to the country air was not so great as it might be to many less fortunate; the break, however, from work to pleasure, the perfect freedom and good feeling between directors, heads of departments and employes, made more than one suggestion that they could enjoy at least two outings like to day instead of one during the Summer.

The following programme of games brought keen competition and lots of amusement:

100 yards' race, open—1, Mr. Leclair; 2, Mr. Giles.  
100 yards, girls under 16—1, Miss B. Spooner; 2, Miss A. Dickson.  
Putting the shot—1, Mr. Giles; 2, Mr. Gallon.  
Egg race (Ladies)—1, Miss Spooner; 2, Miss McCann.  
100 yards' race, over 16—1, Miss McGarity; 2, Miss A. Dickson.  
Sack race—1, Mr. A. Gagnon; 2, Mr. Drouin.  
Ladies' race—1, Miss Mullin; 2, Miss Trudel.  
Potato race—1, Mr. Barnes; 2, Mr. Leclair.  
Married Men's race—1, Mr. Desjardins; 2, Mr. Gagnon.  
Breaking the jug—Miss Meighen.

Dancing competition, two prizes for each department. Winners were the Misses Doyle, Letourneau, Murphy, Paradis and McGarity; and Messrs. McGreevy, Tubman, Giles and Brown.

After the dancing competition, Mr. Tooke presented the prizes to the successful competitors, and in well-chosen language congratulated the employes on the marked success of everything connected with the day's enjoyment. Mr. Tooke stated that he had every reason to believe the good feeling existing among the employes and between the directors and the entire staff is not surpassed, if equalled, by any company in the Dominion. Lusty cheers and the singing of "God Save the King" terminated a day not soon to be forgotten.

#### CHANGES IN ALASKA FEATHER & DOWN CO.

The Alaska Feather & Down Co. have completed their new warehouses, and have moved their head offices over to the works. Mr. Sherrard, the founder of this company, will take charge of the office hereafter as well as the manufacturing. Mr. Boissevain, who has been in charge of the office, has sold his interests in the company to Mr. Sherrard and has gone back to Holland to live. Mr. Boissevain was Consul-General to Holland for Canada, and goes home to take care of large interests there. Mr. Sherrard reports business the best in the history of the company.

W. A. Murray & Co., Toronto, held a sale of ladies' shirt waists the other day with a degree of success that was exceptional. Not only was there a crowd on hand when the doors opened, but from then until late in the morning the sidewalk was so blocked with would-be buyers that they had to be let in the door one by one. The waists retailed at 25c.

We believe our double fold M<sub>130</sub>, M<sub>136</sub> and M<sub>140</sub> Black Satanas are **the best** paying and **best value LININGS** for the retail merchant that are sold in the trade.

*Shipments by the incoming steamers due this week will complete our range of Black and Colored Mercerised Satanas. We have over 50 shades of M<sub>100</sub> now in stock.*

*FRENCH ELASTIC CANVAS, all our Standard Nos., AT OLD PRICES.*

*Goods that you always want and find it difficult to get right are Cream Shaker Unshrinkable Flannels for Ladies' and Children's wear, also White Pink List Saxons and Fine Scarlet Flannels, WE HAVE THEM.*

*We have a nicely assorted stock of household Linens, including Towels, Towelings, Loom and Turkey Tablings, Bleached Damask Tablings with Napkins to match.*

*Fronting Linens, Fine Embroidery Linens, Fine White Linen Lawns, Fine Sheer Linen Lawns, Butcher and Apron Linens.*

*Your stock is not complete without our Fancy Turkish and Bath Towels.*

You will want some **FLAGS** for Decorating.

We have Jacks and Standards, 1 to 4 yards long, Ensigns in Red, White and Blue ground. Also small Silk Flags and the **NEW** Patriotic Ribbon.

*We have just received some of our 44-inch Century Satin, ask for range AR 513. They are very handsome.*

*Our Crepe de Chenes open up better than samples shown. They are without doubt the **FINEST** goods ever brought to this market.*

*Panne Velvets, Miroir Velvets, Silk Velvets, and Velveteens are now in stock.*

*100 patterns of range D<sub>172</sub> Printed Opera Flannels just to hand.*

*Remember we have 60 shades each in four ranges of Henriettas and Velours.*

*Our Dress Goods are opening out very satisfactory. We anticipate a great many repeat orders which we have provided for.*

During the Toronto Exposition and Millinery Openings our Western representatives, Messrs. Jas. Brophy, Frank A. Rodden, J. C. Burt and C. W. Morton will be at 50 Bay Street (Merchants Building), Toronto, with complete ranges of samples. They will also have stock of our leading novelties for the season, and will be glad to see you.

**BROPHY, CAINS & CO.,**

23 St. Helen Street

. . . MONTREAL.



## FAIR WEEK IN WINNIPEG.

From Our Own Correspondent.

Winnipeg, August 5.

THE great Winnipeg Industrial has come and gone and brought with it a great deal of satisfactory business. The number of merchants in town from country points was very large, and, as the wholesale dry goods trade had planned carefully for the pleasure and accommodation of their visitors, the results were very satisfactory. Odds and ends of Summer-sorting business were well cleared up and a very fair amount of business done in Fall goods. Where no actual sales took place the pleasant intercourse of the week laid the foundation of a great deal of future business.

The wholesale millinery trade did a great business in ready-to-wear goods, the soft crowns and wide-draped brims being particularly popular. All indications point to the present as an exceptionally good season for Fall millinery.

Your correspondent had the opportunity recently of examining the Fall samples of Gerhardt & Co., Western representatives of Kyle, Cheesbrough & Co., and their line of Parisian novelties is worthy of more than passing mention. They are showing an exceptionally beautiful line of bolero in combinations of silk applique and sequins in combinations of white and black, black and silver, white and silver, black and gold, and Parisian and gold, and the new effect known as pompadour. These bolero are so dainty and yet are of such rich material that one worn over the plainest tailor-made gown is sufficient to turn it into an elegant afternoon costume. Pompadour is also shown in silk applique trimmings and passamenterie and bids fair to be very popular. Another line noted was the extremely handsome lace and sequin robes for evening wear and plauen lace jackets.

Buttons are to be quite a feature of Fall decorations. They are very small and the latest design is a diamond-shaped button in gold or silver with a tiny pearl set in the centre.

In neck garniture Renaissance ties and chenille ruffs are very popular. Gerhardt & Co. also carry a fine line of silk skirts of the latest design; lavender, old rose, pink and black are favorite colors. This firm also make a specialty of children's cloaks in ottoman cord and cashmere and they are indeed dainty garments for dainty people.

E. C. H.

During August S. Greenshields, Son & Co.'s travellers will be soliciting import linen orders for next Spring. They will have a full range of staples and fancies—the best ever shown by this firm.

"Our trade in velvet ribbons," said Brophy Cains & Co., "is larger than ever. Velvet ribbon in narrow and medium widths is used in every conceivable form—in lattice and key designs, battlement squares, straight and curved lines, and for all sorts of bows and rosettes. Black is more generally the choice, though colors are sometimes employed."

### A P. E. I. TRAVELLER'S PLAINT.

THE recent arrest in Charlottetown of a commercial traveller, under the provisions of the P. E. Island Commercial Travellers' Tax Act, has aroused indignation in the breasts of the "Knights of the Gripsack." Our versatile friend, W.S.L., champions the cause of his fellow-travellers in the following verses. Travellers' Rest, a way station on the P. E. Island Railway near Summerside, has evidently appealed to his imagination as a quiet place where the 10,000 commercial travellers of Canada might assemble for a picnic were the fear of arrest removed. The particulars of the arrest were given in The Charlottetown Guardian of June 5.

#### WELCOME TO P. E. ISLAND.

Tell me not in mournful numbers  
That that Tax will always be  
For the visit of our travellers  
Helps our Island—should be free.  
All enjoyment, and not sorrow  
Is the Knight of Gripsack's way;  
Friendly always—and, to-morrow,  
Bargain counters bright and gay.  
Life is real, life is earnest,  
And the Jail is not our goal;  
Leaders Farquharson and Gordon  
Do not force us pay that toll!  
In the world's broad field of battle  
P. E. Island's business life  
Wants the bargains Travellers offer;  
Welcome all without the strife.  
Travellers' Rest is nice and pleasant;  
Let the dead past bury its dead:  
Sawing wood in plenty, present,  
Peace and quietness, God o' Head.



Lives of great men all remind us  
We can make our lives sublime;  
Perhaps Sir Louis ere he leaves us  
Will abolish Tax and Fine.

Law is long and time is fleeting,  
And our hearts, though stout and brave,

Hate a lawsuit, rather greeting  
Islanders to buy and save.

Sister Provinces, we greet thee—  
Travellers o'er our Island main—  
Twenty dollars in your pocket  
Seeing—shall take heart again.

Let us then be up and doing  
With a heart for Travellers' fate,  
Still achieving, not pursuing,  
Learn to labor—and to wait.

WILL S. LOUSON.



**DEATH OF MR. JOHN D. BARBOUR.**

The death is announced of Mr. John D. Barbour, at the age of 78 years, head of the celebrated firm of Wm. Barbour & Sons, Limited, linen thread manufacturers, of Lisburn, Ireland, and Paterson, New Jersey. Barbour's threads are well and favorably known all over the world, and this firm have probably done as much as any one for the credit and enterprise of Ulster. The late Mr. Barbour represented the third generation of the name engaged in this business.

**AN INNOVATION.**

Kyle, Cheesbrough & Co., of Montreal, have created a decided innovation by the introduction into the Canadian trade of the largest and most complete assortment of distinctly high-class Parisian and Continental novelties which were ever shown on this market. These goods consist of jackets made entirely of silk and sequins, with applique designs worked of silk, honiton, pearl beads and the sequins themselves. Also bolero made on a groundwork of panne velvet with artistic designs worked in sequins, pearls and moonshine beads. Among the collection there are also a large range of fichu and collars made of the same rich materials. The whole collection is simply magnificent, and furnishes quite an object lesson to our trade regarding the elegant styles and rich materials used by upper tondom in the European and London fashion centres. Some of these jackets and bolero run as high as \$20 each, but there are many beautiful lines in

the lot at much lower prices and quite within the reach of our general trade. The enterprise of this firm is notorious, and the introduction of this class of rich and beautiful material for the adornment of Canada's fair daughters at this particular time is very opportune, being just on the eve of the Royal visit, which has stimulated a strong demand for the rich and beautiful and artistic in dress. Their handsome range of laces is worthy of as great praise.

**NEW BRANTFORD HOUSE.**

In July the new firm of Caudwell & Co., Brantford, opened a store on Colborne street and will deal in staple and fancy dry goods. The premises were refitted and transformed into one of the neatest and most complete in Brantford. The new firm consist of Mr. James Beckett, late manager of the Caudwell stores, and Mr. F. G. Caudwell, who was also in these stores. Both are practical men and splendid buyers, so that the enterprise cannot but be successful.

W. S. Louson, the representative of S. Greenshields, Son & Co., in Prince Edward Island, has a versatile as well as an original turn of mind. He has just evinced this in the issue of two little booklets to his customers and friends, containing, besides announcements for his firm, snapshots taken in the Island Provinces and some snatches of poetry. The booklets are nicely gotten up, while the photos are well worth publication.

**AUTUMN 1901.**

**KNOX, MORGAN & CO.,** WHOLESALE MERCHANTS, **HAMILTON**

Complete and Attractive Line of General Dry Goods.

Fall stock all in and ready for inspection.

DRESS GOODS  
VELVETEENS  
GENTS' FURNISHINGS  
COTTON STAPLES and LINENS  
HOSIERY and UNDERWEAR  
FULL LINE OF SMALLWARES.

If you want profitable goods that look well and sell quickly inspect our samples.

Facilities for prompt delivery unsurpassed.

Sorting orders by letter will have our special attention.



## The Question of Early Buying

A Manufacturer Points Out the Difficulties  
of Late Purchases.

**L**AST month THE DRY GOODS REVIEW, in dealing with the question of "Early Buying" presented the views of several important retail firms who had come to believe that early buying was detrimental to their interests. During the month we have spoken to several manufacturers on the matter and, while they are almost unanimous in the conviction that the retailers would be committing suicide should they wait till they want the goods before they order them, the remarks of one well known shirt and collar manufacturer—a line particularly affected—are pregnant and well worth repetition.

"I believe," he said, "that if the retail merchant should decide to cease early buying, he would be making a mistake most injurious to himself. Of course, it makes no difference to us what he does. Our firm can handle rush business as well as any concern in the business, but I do think that such a change would be unsatisfactory all around. Take this season for instance. How many Canadian men's furnisiers who ordered their shirts well in advance of the season—last December or January—did not make money on them? But, how many merchants did make money on shirt waists? I venture to say that if they deducted their telephone, telegraph and express charges from their shirt-waist profits, they would scarcely have enough shirt-waist money left for church collection. This rush buying increases the expense of doing business and heaps trouble upon trouble.

"In fact, it thoroughly demoralizes business. To have a perfect shirt or collar, the manufacturers must needs give the cotton converters advance orders, allowing them time to do dependable and stylish work, and the retailer or wholesaler must likewise give the shirtmaker an opportunity to cut the cotton properly, put it together according to improved methods and launder it carefully. There must be foresight on the part of all business men to give the consumer what he wants at the proper time. Where would we be this Fall, where would the retailer be, if he does not place advance orders for the wing collar or the puff tie?

"Sometimes style does change and we are caught napping, but must we do away with railways because the cars sometimes run off the track? I was in New York a few days ago buying cotton for Spring shirts. I asked several selling agents whether they would have anything new out before Spring that I might see if I came down again; even after I had bought they asserted they would have no further addition to their range. So it is perfectly safe to buy ahead. We have to do it to turn out the goods and the retailer must buy these whether he places his order in December or April.

"I have always contended that it is worth at least a 5 per cent. premium to have the first choice of a firm's range. The retailer wants a choice just as the consumer does. But how can he expect to get it if he waits till the season is on top of him before he purchases? How many retailers got a choice in buying their June shirt waists? Most orders ran, 'send me anything.'

"Moreover, if the merchant did not buy ahead he would not sell so many goods. He would not have as many goods to sell and he would not be so eager to dispose of them. In

fact, at times, he would be afraid to sell, lest he might run out of stock. Trade would undoubtedly be seriously affected. One thing is sure, the consumer would be dissatisfied at having such a small range to pick from.

"The more I think of this matter, the firmer am I convinced that the trade would rue the day that it adopted such a policy. Our present system may have its disadvantages, all business has, but a jump such as this would mean 'out of the frying pan into the fire.' Unless they at least buy the bulk of their Spring, Summer and Fall goods in advance, retailers will find themselves in some awkward fixes."

### ISLAND PROHIBITION.

Could I pour out the water that Charlottetown can,  
I would fill up the glass to the brim,  
And I'd drink to the success of the travelling man  
And the house represented by him.  
And could I but tincture the glorious draught  
With his smiles as I drink to him then,  
And the laughs he has laughed and the jokes he has told,  
I'd fill the bright goblet again.

And I'd drink to the sweetheart who gave him good-bye  
With a tenderness filling him this  
Very hour, as he thinks of the tear in her eye  
That salted the sweet of her kiss.  
To her truest of hearts, and her fairest of hands,  
I'd drink with all serious prayers;  
Since the heart she must trust is the travelling man's  
As warm as the ulster he wears.

I'd drink to the wife with the babe on her knee,  
Who waits his returning in vain;  
Who breaks his brief letters so tremulously,  
And reads them again and again.  
I'd drink to the feeble old mother, who sits  
By the warm fireside of her son,  
And murmurs and weeps o'er the stocking she knits,  
As she thinks of the wandering one.

And I'd drink a long life to our Island friends  
Who have met him with smiles and with cheer;  
To the generous hand which the merchant extends  
To the wayfarer journeying here,  
And when he is done with his earthly abode,  
And has paid the last fare that he can,  
Mine host of the inn at our "Travellers' Rest"  
Will welcome the travelling man.

W.S.L.

### BRITISH REPRESENTATIVES IN CANADA.

During July a number of representatives of Old Country firms were in Canada, including David McNair, of Stewart, Moir & Muir, Glasgow; W. B. Sellars, of Hayman & Alexander, Nottingham; Wm. Rigby, of Armitage & Rigby, Manchester; J. W. Kinsella, of Daniel Lee & Co., Manchester, and others.

In conversation with a DRY GOODS REVIEW representative, one of these gentlemen expressed himself as greatly pleased with the condition of trade in this country. He could not speak for the general dry goods trade, for his firm confined their business to the manufacturing of lace, but, in this line, though they have been calling on the Canadian trade for a great many years, the present year equalled, if it did not surpass, any other.

The Strathcona Rubber Co., whom we announced last month to be commencing business in Montreal, have taken an office and salesroom in the Victoria Chambers, McGill street. The factory which is being erected on Amherst Park will not be in operation till October 1, but Mr. Rosenthal has imported a quantity of goods which has already enabled him to break into business.

# Lister & Co., Limited

Manningham Mills, BRADFORD.

Are preparing for a large demand for their Silk Sealettes in 32-inch and 48-inch **"Lisreine"** or **Rainproof Seals**

—ALSO—

48-inch Plushes for Cap and Gauntlet manufacturing.

To be had of all the Leading Wholesale Dry Goods Houses in Canada.

## Discarded Goods Made Salable.

There are few dry goods merchants or milliners, if any, who have not stock on their shelves that is unsalable. Perhaps a mistake has been made in color ; or it may be they are faded or shelf worn—something is the matter anyway. They will not sell.

Spend a little time at this season, when business is not at its liveliest, going over your stocks and selecting such goods as are unsalable. Make up a parcel and send it to these works and the contents will be re-dyed and finished in the fashionable and staple shades of the day, making them as good as the new goods that will soon be coming in for Fall trade.

—We re-dye and finish dress goods fabrics, ribbons,  
—braids, hosiery, plumes and feathers.

### R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works,  
787-791 Yonge Street.

TORONTO.

MONTREAL BRANCH : 1958 Notre Dame Street.



WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

# CAMPBELL'S

## Linen Threads

### ON SPOOLS OR IN HANKS.

#### 200 Yds. SPOOLS.

BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also bleached in 90 and 100.

All numbers \$1.00 per dozen.

#### 100 Yds. SPOOLS.

BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

#### 1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

|      |        |      |      |      |      |      |      |      |      |              |
|------|--------|------|------|------|------|------|------|------|------|--------------|
| Nos. | 16     | 18   | 25   | 30   | 35   | 40   | 50   | 60   | 70   | 80           |
|      | \$1.05 | 1.10 | 1.30 | 1.40 | 1.55 | 1.75 | 2.05 | 2.25 | 2.60 | 2.90 per lb. |

#### HANK THREADS.

BLACK, DRABS, W. BRO.

Nos. A or 25 B or 30 C or 35

|                                |      |         |        |
|--------------------------------|------|---------|--------|
| "Royal"                        | 32c. | 35c.    | —      |
| "Bull's Head"                  | 52c. | 58c.    | 65c.   |
| Campbell's "Best" for Tailors. | 90c. | \$1.00. | \$1.10 |

#### CARPET THREAD No. 18.

Black, Green, Drabs, Dark Drab \$1.00 per lb.

Red, . . . . \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

#### WHITE STAR FLOSS.

\* \*\* \* \* \* or assorted.  
\$1.05 per box.

SOLE AGENTS FOR CANADA

# John Gordon & Son, Montreal.

Stock held for us in Toronto by W. P. RODGER, 33 Melinda Street.



**"Our Blacks**



**Are Fast."**



And so are we fast becoming one of the best known houses in the trade for the latest novelties in **high-class Trimmings** and **best values** in **Dress Goods**.

Anyone needing proof of this should see our line of **TRIMMINGS** this season; also our **"K.C."** all-wool **Armour Cheviot** at 25c., and our 44 inch **Black Elastic Poplin** at 65c.

These are only specimens of what we are doing throughout the whole line.

*"The Lace Warehouse of Canada."*

**KYLE, CHEESBROUGH & CO., 16 St. Helen Street, MONTREAL**

## Pewny's Gloves

never make old stock.

**The Latest Styles  
Correct Colorings  
and Perfect Fit**

ensure them a ready sale.

**DON'T FORGET THAT  
EVERY PAIR IS GUARANTEED.**

**S. Greenshields, Son & Co.**

**MONTREAL, and VANCOUVER, B.C.**

Sole Selling Agents for Canada.

How is Your Stock of

**BOOTS  
SHOES**

—AND—

**RUBBERS ?**

Our line of Fall and Winter goods is complete in every particular. We feel satisfied that we can please you both as regards quality and price. Our prices leave the dealer a margin of profit that is really profitable.

Enquiries and orders receive prompt and careful attention.

Write for catalogue of Rubbers.

**The Campbell Shoe Co.**

129 St. Andrew Street,

**QUEBEC.**



## *A Letter on London Fashions*

*Tucked Washing Silks for Dresses—Voile's Present Popularity—How Dresses are Made—Costume Linens for Outing Purposes—A New Bolero.*

From THE DRY GOODS REVIEW's correspondent.

London, July 20, 1901.

THE Summer sales are with us and the heart of the bargain-hunter rejoices as she cheerfully squeezes herself into a stuffy omnibus en route for one of the big West-End shops.

Of all the real bargains that I have met not one has so delighted me as the tucked and embroidered washing silks which are selling from 2s. 11d. to 8s. 11d. a yard. And, as I am told that thousands of yards of them are selling daily, we shall doubtless see them much worn for evening dress during next season. At the present moment it is being used for blouses and vests. It can be had in most elaborate patterns or just simply tucked in groups, alternating with rows of feather-stitching or beading so a pattern can easily be found to suit any occasion.

### THE POPULARITY OF VOILE.

The material which is by far the most fashionable, for present wear, for smart functions, is voile either in black, white or colors. It looks its best in white mounted over white silk and elaborately tucked and inserted. An exquisite gown of this material which has just met with great success at a garden party was cut in points around the foot—the points at the back being much deeper than in front. They were all outlined with insertion tucks above a frill of the material edged with lace, and fell loosely over the white silk slip which was finished with two deep flounces of lace. Needless to say the skirt was very long and much spreading at the hem. Around the hips it was fitted by means of three groups of tiny tucks on each side. The seams came just between the groups and were laced up with narrow black velvet, the lacing nearest the front extending nine inches down the seam and the other one six inches.

### HOW THE MATERIAL IS USED.

The blouse bodice (all tucked voile) was surmounted by a most intricately made bolero of voile almost covered by an exquisite piece of old lace, underneath which the voile was cut away to reveal the white silk lining. The bolero was laced with black velvet on the left side to match the skirt. The sleeves were tucked to within a few inches of the waist where the fullness formed a small pouf caught in again with a narrow cuff of lace. They were ornamented with lace medallions all down the outer side. The collar was one of lace, and the bouquet de corsage of very dark red roses supplied the only touch of color that was needed. A large picture of hat of white tucked chiffon, draped with lace, was lifted from the waved hair to show some roses and a large flat black velvet bow.

These velvet bows are to be seen on by far the greater number of the newest Paris hats and are only just seeing their first days in London, so doubtless they will be worn all the Autumn.

### LINEN COSTUMES FOR HOLIDAY WEAR.

For the holidays at the seaside and for yachting and bicycling a great many linen costumes are being prepared. These are almost always untrimmed except for strappings and and many rows of stitchings, white stitching on a colored material being the rigueur. The vests worn with these costumes (which almost invariably have a bolero bodice) are often most elaborate—tucked and inserted chiffon, lace over a

colored silk lining, or open-worked muslin threaded with narrow black or colored velvet ribbon being equally successful.

### A PARISIAN LINEN DRESS.

A Parisian linen dress which I met at Westminster Abbey last Sunday was simply made and yet most effective. It was of a really bright tone of butcher's blue made with a shaped flounce, hemmed with about four rows of white stitching and beaded with a narrow band of the material, stitched with white. The skirt was put into the band without the slightest fullness. It had no seam in the centre of the back, and it fastened on the left side of the front with three black buttons. It was quite unusually long, which necessitated its being considerably held up, which process revealed black silk stockings accompanying very high-heeled patent shoes, with large steel buckles. The petticoat was of frilled white silk. The blouse bodice was quite plainly made with a little fullness back and front, confined at the waist by a black satin band tied on the left side of the front in a smart looking bow. Around the neck was a tiny (widow's) collar of white muslin, hemstitched and tucked, and turning over a collar of black satin. This finished in front with a stiff looking bow with long ends and it was in the arrangement of these ends (and in the novel cuffs) that the gown gained its great air of distinction. Three straps of the material with pointed ends and made about 1 1/2 inches wide and 6 inches long, and fastened to the blouse with black bone buttons, held these satin ends down to about half way down the bust—the top strap been just beneath the stiff bow, and the long pointed ends of the satin falling loosely from the lowest strap to far below the waist line. The effect was strikingly uncommon. The sleeves were slightly full and caught into narrow cuffs or black satin tied into a bow on the upper seam. From the edge of each cuff four stitched straps of the material (to match those on the bodice, were brought up and buttoned on the sleeve just above the cuff). The hat worn with this costume was of burnt straw—very flat and wide and wreathed with black tulle and red and yellow roses with a lot of foliage. A large flat velvet bow rested on the crown. The gown was too noticeable in color to please everyone but, I think, in paler blue or in red with black satin it would look charming.

### THE RUSSIAN BOLERO.

The very latest bolero which is being made is called the Russian. It is belted at the waist by a stitched band of the material fastened by a large button. It generally opens over an elaborate vest of a different material, and as a rule, its revers are trimmed with lace or a lighter color of the same material as the bolero, finished with many rows of stitching. The sleeves are tight at the top but quite full at the wrist where they are drawn into a stitched and buttoned cuff.

Tailors are saying that this form of bolero will be quite the rage in the Autumn, as the shape lends itself admirably to rather heavy materials.

MARY IVERY.

### "THE CANADIAN GROCER" READ IN SPAIN.

The Export Number of The Canadian Grocer seems to have found its way to the Seville, Spain, branch of Credit Lyonnaise, one of the largest banking institutions in the world, and one of the staff, O. G. T. Scarpa, is interested in Canadian trade and wishes to give up his position and represent some Canadian houses in Europe.

He says "that careful perusal of The Canadian Grocer only confirms my faith in your country and strengthens my desire to work in connection with Canadian trade, a subject which I became interested in during my stay in the London and Paris offices of this bank."

Mr. Scarpa is an Austrian, 24 years of age, knows six languages, learned in their respective countries, and he is thus conversant with almost the whole of Europe. He feels sure that in a comparatively short time he would master the difficulties of an eventual change of business and country,



1840



Cottons

Woollens

Linens



1901



Silks

Carpets

Linoleums



**P. GARNEAU, FILS & CIE.,** GENERAL DRY GOODS FOR THE TRADE ONLY, **QUEBEC.**

# Perrin's Gloves



If you have not yet placed your orders for the Fall, don't delay and send them to us at once. Our Fall goods will arrive in very few days now. We will have the very newest shades and styles.

## Perrin Freres & Cie.

5 Victoria Square, - - MONTREAL

# "Maritime" Wrappers

for **FALL SEASON** are

## Genuine Trade-Winners.

If you have not seen our range  
write for sample lot without delay.  
We guarantee satisfactory values.

THE

# Maritime Wrapper Co.

Limited

Ontario and Montreal Agent:

J. H. PARKHILL,

207 McKinnon Bldg., Toronto

WOODSTOCK, N.B.



# WINDOW AND STORE DECORATING

*Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.*

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## THE ADVANCEMENT OF WINDOW DECORATION.

EVERY successful merchant realizes the importance of artistic show windows, which not only give distinction to a store, but denote the character and standing of the establishment. In fact, it is one of the principal factors of the store's success. It is the appearance of the show window that generally makes the first impression. Many people are attracted to and enter a store through some inviting window display, and many a sale and customer are made. A few years ago the show window was used more as a sign to the public, as it were, informing it that this house sell dry goods, and that, groceries, etc. Most merchants piled into their windows a mixed display of merchandise, paying little attention to the selling or artistic showing of the goods, and draping was almost unknown. To-day the old-time windows are rarely seen. They have been superseded by modern fronts, carefully arranged with merchandise, rendering them very impressive and suggestive, giving every evidence that the modern show window is a powerful factor in the success of the store.

The advancement made in artistic window trimming is little short of phenomenal, considering its drawbacks. It is very wonderful when you stop to think of the progress made in the last few years by the window-trimmer, and especially when you take into consideration that each man has had to work out his own path, without system or school to go by. In spite of these difficulties he has risen to the front rank of the department store.

Take any of the smaller progressive department stores, there are hundreds growing rapidly, and, in so doing, the heads of the various departments must keep pace with the store. If they do not, they soon find themselves incompetent, and must make room for more competent men.

The modern window-trimmer must also progress. He will have more windows added to his department, and will be called upon to make more elaborate interior displays and opening trims. This will call for additional help in his department, and, if he lacks the ability to direct others in the work, soon finds himself incompetent to keep up with the store's requirements. First-class trimmers are scarce, that is men who are artists and who are capable of taking charge of the

decorating department of a modern department store. There are a great many trimmers who possess considerable talent and who can execute elaborate decorations themselves, but when it comes to taking charge and directing others they are simply "not in it." They lack executive ability, and, consequently, soon find themselves "snowed under." One of the great faults in many trimmers is that they want to do all the work themselves while their assistants look on. This should not be. Teach the boy or the assistant all you can. If he is bright and smart it will not be long before he will be a great help, and, instead of doing too much work alone, you will, with his assistance, accomplish double.

The modern trimmer should strive to be a good manager. He should also remember he holds the reputation of the store by the appearance of the front. Above all things, he should avoid getting the "swelled head," which has ruined many a good man. Remember, there are many talented men in your profession besides yourself, and you can learn much from others. To the young beginner, I would advise him to not strive to be a window-trimmer if the work is laborious to him. In successful window trimming enthusiasm wins half the battle.

## INTERIOR TRIMMING.

Interior trimming is not supposed to be as elaborate as window trimming, and is only intended to make an inviting and attractive store. It would be only a waste of time to put



An Opening Display at A. D. Rankin & Co.'s, Brandon, Man.  
Trimmed by R. C. Skinner.



# "SATISFACTION" That's what you get when ordering Store Fixtures from us.

**PROMPT ATTENTION** is our "watchword" for mail orders. That's why a trial order invariably brings a Permanent Customer.

**HOW CAN YOU MAKE A MISTAKE?** You run no risk in dealing here, as you are buying direct from the Largest Manufacturers in Canada. You will readily understand what this means to you.

Send for our New and Complete Catalogue. Anything special that is not catalogued, we will be pleased to quote price, on receipt of specifications.



## The Toronto Brass Mfg. Co.

93 and 95 Richmond Street West,

Phone Main 814.

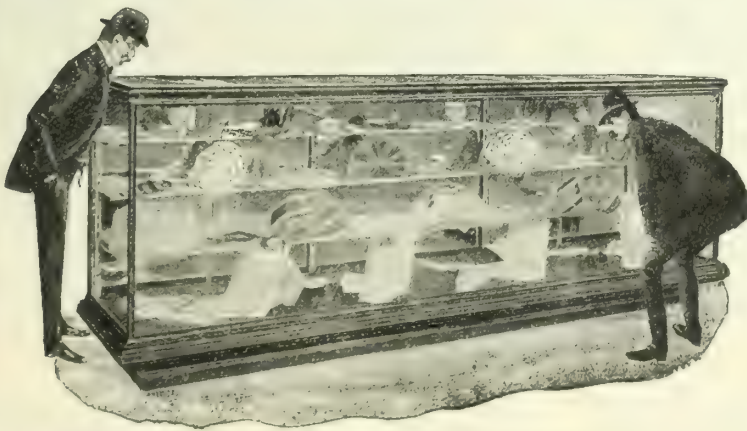
TORONTO, ONT.

## LOOKIN' FOR THE LIGHTS.

They're there—but you can't see where they are—they are concealed in the top moulding yet light up every nook and corner of the case.

Not a confusing glare but a strong, steady light that shows each and every article as it should be shown.

## THE PHILLIPS' ILLUMINATED *Silent Salesman*



Patented in U.S. and Canada. JOHN PETZ, Patentee.

**SHOW CASE** is the one that will satisfy you and keep you satisfied.

Send for descriptive circular lithographed in colors, and full particulars.

**John Phillips & Co.**  
Limited

Detroit, Mich.

Canadian Branch,  
Windsor, Ont.

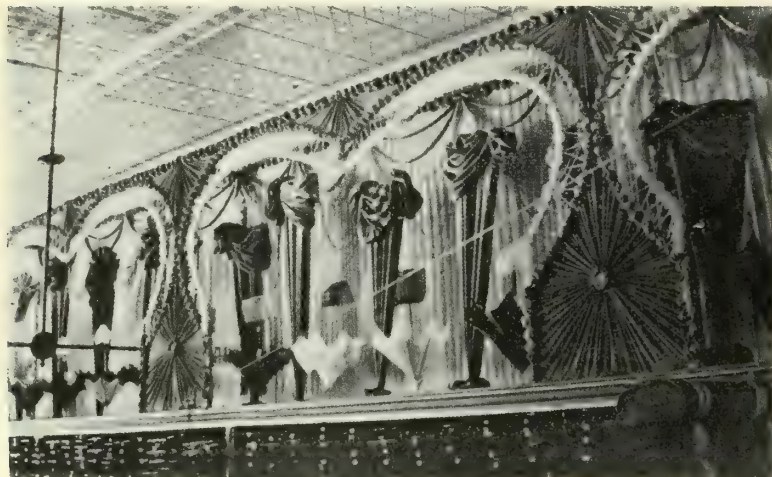


**WINDOW DECORATING—Continued.**

a great deal of work on any one piece of interior trimming, but one should rather make a great many tasty, little trims throughout the store, utilizing all the available space.

To accomplish this, it is not necessary to make heavy, stocky trims, but it should be done with the use of very few goods.

The trim should always be of seasonable goods. During the hot weather, when everyone is looking for a shady nook,



A Handsome Interior Trim.

let the interior trim be of light, cool-looking goods. Above your wash goods shelves make a light simple trim of wash goods, challies, muslins and goods of a light character.

Upon the ledge above the hosiery stock, make a trim of these goods. Floor oilcloth used with feather dusters, valises, whisk - brooms, etc., makes a pretty trim, and almost any of the Summer goods that will not be damaged by flies may be used to advantage.

Make the Fall interior trimming as stocky as possible, to give out the impression that your stock is very heavy and that the store is overburdened with new, fresh goods. Take down those rods that are hanging so promiscuously about the store and utilize all available ledge room.

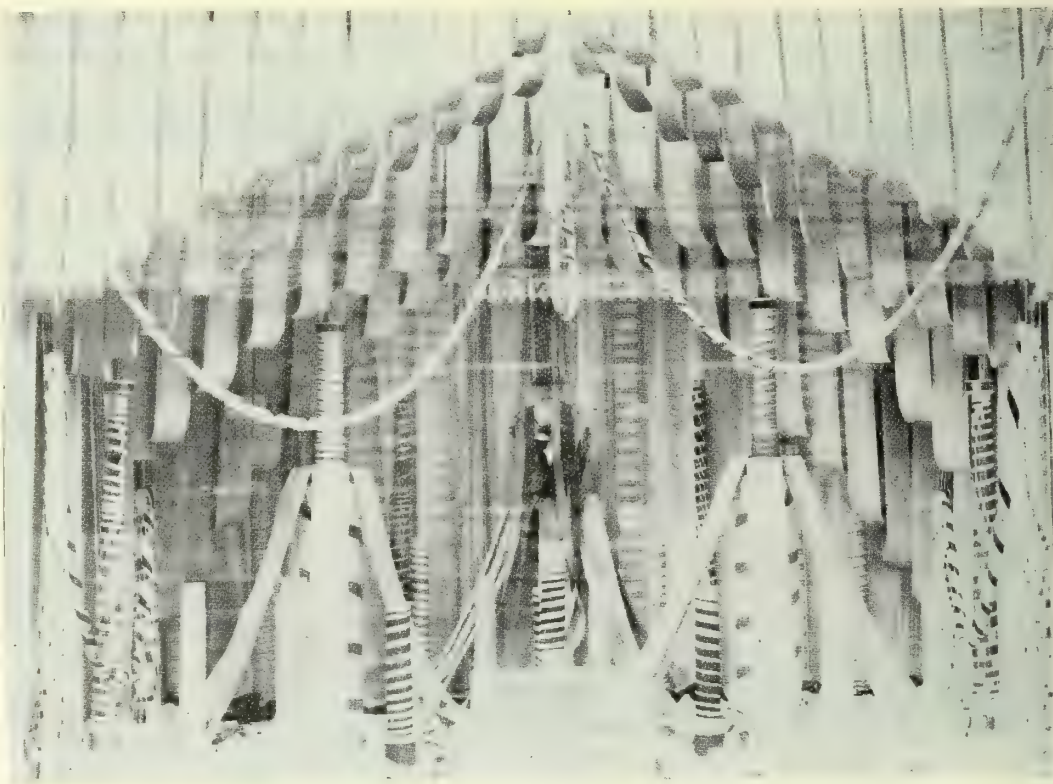
Displays on the rods which circle out from the ledge are all right, provided they do not hide the trims placed on the ledges back of them, but a simple rod trim is not sufficient when it is possible to use the ledge.

**FURNISHING TRIMS.**

The customary method of building a trim receding from the lower edge of the window pane to the rear upper part of the enclosure may often be varied to good advantage, especially when furnishings are displayed, by reversing the order and building down and backwards from the upper edge of the pane. Nearly all furnishings look well suspended, and, whether it be a hosiery, shirt or neckwear display, the goods may be hung upon wires or light frames extending across the window. A good effect is obtained by beginning at the front top, running the trim down and back to the centre of the window, in rows, and then forward and down to the lower edge of the pane.

What is called a corner display is made in the same way, except that side trims are also brought to the centre, the four sides coming to a point at the exact rear centre of the window enclosure. By using alternate rows of shirts, half-hose, gloves, handkerchiefs and neckwear a very good effect is obtained.

The exclusive trims are much to be preferred, as they create a far better impression, and the results are much better from them than from mixed displays. In one trim show nothing but, say, neckwear. Then the next time you trim a furnishings window put nothing but collars and cuffs, then nothing but handkerchiefs, and the same with gloves, suspenders, shirts, belts, underwear, etc.



Clearing Sale of Ribbons.

Don't forget to ticket each of these windows, as half of its effectiveness as a sales factor will be lost if the price ticket does not show prominently.

A pretty idea for a background for the Summer window is to curtain the window with white or colored net (fish net is just



GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

**Geo. H. Hees, Son & Co.**

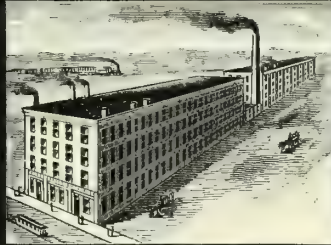
MANUFACTURERS OF

**CANADA BEING A  
WOODED COUNTRY**WE HAVE SPECIAL  
OFFERINGS OF**WOOD CURTAIN POLES  
AND WOOD TRIMMINGS**Splendid Finish,  
Handsome Patterns  
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

**HEAD OFFICE: TORONTO, CANADA.****OPAQUE  
SHADE CLOTH.**CURTAINS, DRAPERIES,  
FURNITURE COVERINGS,  
UPHOLSTERY GOODS,  
LACE CURTAINS Etc.

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:  
"HEES" TORONTO.

OFFICE: 71 BAY ST.

We manufacture everything in the line of

**WINDOW SHADES,**

and sell them at a price that affords the retailer LARGE PROFITS.

**BARGAINS IN UPHOLSTERY GOODS.**

We are clearing a good assortment of Upholstery Goods. Prices very low to clear; if interested see our travellers' samples or write to us.

**OUR DERBY TABLE COVER.**

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

**UPHOLSTERY GOODS.**

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc. Our new illustrated catalogue just out. Send your card and get one by mail.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal call at our new warehouse, No. 20 St. Helen St.

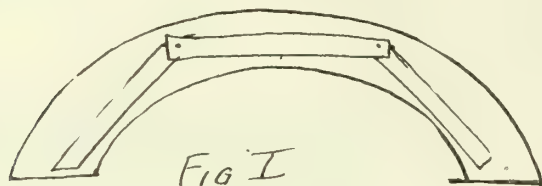
**GEO. H. HEES, SON & CO., Head Office, TORONTO.**



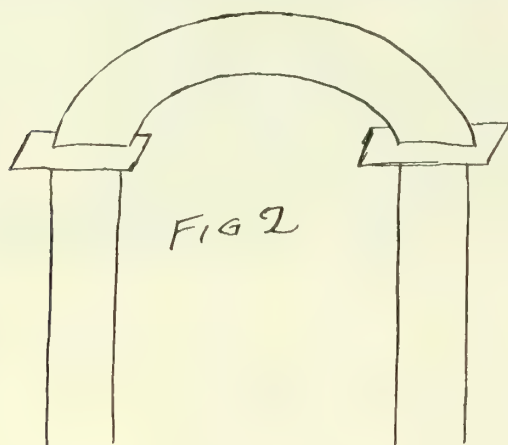
**WINDOW DECORATING—Continued.**

the thing). Then invest in an asparagus fern, and allow it to travel upward on this curtain, weaving itself in and out and all over the curtain of its own will.

The following is a good, cheap method of framing. In building arches, etc., instead of cutting out boards for yourself, or hiring a carpenter to do it for you, the following suggestion will be found to suit in almost every case: Take ordinary,



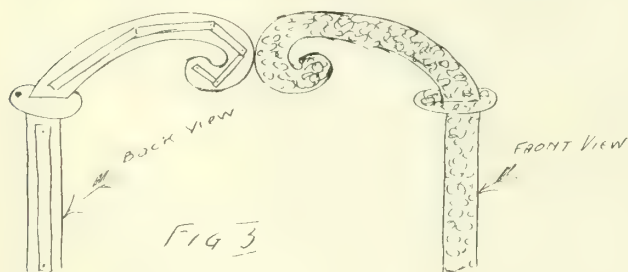
heavy cardboard, such as mantles are usually shipped in, or any old, stiff paper stock that is handy, lay on it your drawings of arch, circle or scroll, and outline them with pencil and cut them out. If you have many small pieces to duplicate lay one piece over the other until the quantity desired is cut.



Then take ordinary laths, or pieces of old board boxes, and tack on the cardboard as in the drawing, No. 1.

Turn the arch, circle or scroll over and you will have the effect as in Fig. 2.

All this can be done quickly, and as successfully as with lumber, and, at the same time, you have not tired yourself sawing with a dull saw, hammering with a blunt hammer, or



bruising or cutting yourself in the effort, and have not put your employer to the cost of much, which every conscientious trimmer tries to avoid. In puffing the framework, it can be easily done by first giving the cardboard a coating of glue, and, while it is wet, take your cheesecloth or other material and work it on in puffs over the glue and let it stand for a few hours till dry.

Fig. 3 illustrates the method in making scroll work.

**TRIMS DURING AUGUST.**

As there is only another month before it will be time to think about the Fall opening trims, the trimmer ought to do his utmost through the windows to push all the Summer goods.

As goods are generally reduced at this time, the trimmer should remember that his window must be well ticketed, as the reduced prices on the goods must be thoroughly impressed on the customer's mind.

There should be no attempt at elaborate trimming during these sales. Of course I do not mean to have them trimmed carelessly, but it would be a waste of time to arrange the goods in some artistic manner when they would be sure to be pulled about in a few hours after the blinds were let up. During these sales the goods can be sold right from the windows.

That is, suppose a line of blouses are reduced in order to clear them; the way is to take them all, or the best part of them, and put them in the window at one price, letting the customer take her pick out of the lot.

Place the best looking ones in the most conspicuous places, so as to make the whole lot have as good an appearance as possible.

These sales trims should be changed very frequently; in fact, almost every day. A continual change of bargain-windows will soon move the goods and keep trade moving during this slack month.

Here is where the trimmer can get in some practice at card-writing.

Make your cards as plain and distinct as possible, so that every word can be taken in at a glance. Have your price in large figures. Say as little as possible on the cards, but to the point.

H. H.

**SUMMER DISPLAYS.**

A correspondent inquired of The Dry Goods Economist what he should display in the Summer months, and in part the artist answered him as follows: "How about a window of hammocks, lawn seats, croquet sets, etc.? A mighty attractive show can be made from this line of merchandise. Drape your window sides and back with porch screens. Around the top make a two-foot wide border of green palm leaves.

"In one corner of your window erect a good sized section of a tree, putting the tree stump in a large tub of fresh earth. If you keep the earth in this tub well soaked with warm water, the leaves on the tree will remain green for a number of days. If you can obtain from the millinery department a goodly supply of apple blossoms, make your tree of the apple variety and affix to the limbs enough of the apple blossoms to make it appear generously full.

"From this tree to one corner of your window swing a handsome valance hammock in which is reclining a wax form attired in airy Summer costume and upholding a parasol. Surround her with luxurious cushions and place in her unengaged hand a Summer novel.

"The bottom of your window should be fresh green sod. To prevent this injuring the flooring, cover the floor with waterproof canvas or have a tin bottom put in—this tin bottom will be found handy for many occasions.

"About the window bottom you can distribute lawn seats, tennis and croquet sets. Just in the rear of the tree place an

# DEBENHAM, CALDECOTT & CO.

77 York Street, - - TORONTO.

LONDON, Mill Hill Place, Welbeck St., 15, 16, 17 St. Paul's Churchyard.

PARIS, 115 Rue Reaumur.

NEW YORK, 111 Fifth Avenue.

BRUSSELS, 16 Rue Des Boiteux.

MELBOURNE, 277 Flinders Lane.

SYDNEY, 422 George St.

BERLIN, 44 Mohrenstrasse.

LYONS, 6 Quai St. Clair.

We have removed to our **New Warerooms**, 77 York Street, Toronto, and will show a very large range of novelties in **Silks, Ribbons, Velvets, Nets, Chiffons, Laces**, equal to direct importation. Also Millinery Novelties. Stock complete.

**27th August, 1901.**

**DEBENHAM & FREEBODY, London.**

**DEBENHAM, CALDECOTT & CO., Toronto.**

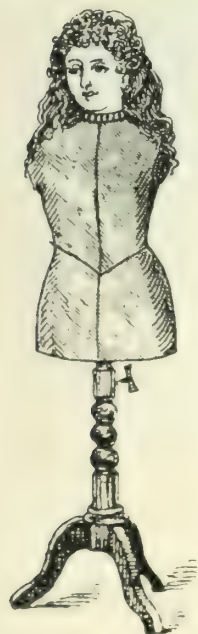
## H. BULL & SON

ESTABLISHED 1795

138 London Wall, Wood St.,

**LONDON, E.C.**

Drapers', Tailors', Hosiers', Boxmakers', Hatters',  
Bootmakers' and General Shop Outfitters,  
especially for EXPORT MARKETS.



Tailors' Cloth Racks.  
" Coat Busts.  
" Trouser Blocks.  
Dress Stands.  
Blouse "  
Jacket "  
Corset "  
Mantle "  
Brass Hosiery Stands.  
" Millinery "  
" Lace "  
" Umbrella "

**FIGURES:** Boys', Girls',  
Ladies' and Men's, with  
or without Wax or Papier  
Mache Heads.  
Coat and Mantle Hangers.  
Show Cases.  
Bicycle Figures.  
Shop Assistants' Seats.  
Dress and Millinery Boxes.  
Cloth Fixture and Stock  
Boxes (a Specialty for  
Export) Made to order.



All Enquiries and Orders will receive our best attention.

Catalogues and Terms will be forwarded Free on Application.



electric fan where it will be invisible to the onlookers. Turn this on toward the tree and you will add much realistic life to your exhibition.

"Other lines that can be profitably displayed during July and August are fans, ice-cream sets, Summer books, light draperies, stationery and, of course, the lightweight dress

The flowers in the bottom of the window were of purple, to match the drapings, the color scheme throughout being purple, white and old gold.

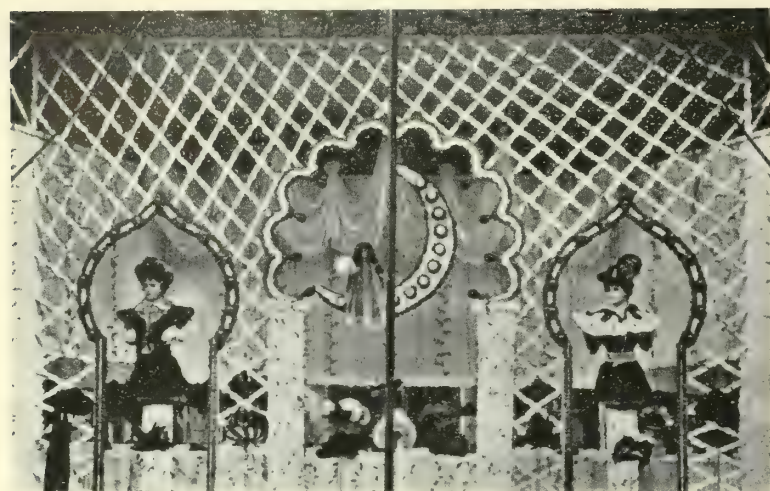
This window took the prize at the Dominion Day celebration in Nelson, B.C.

#### A USEFUL NOVELTY.

A useful novelty which has just been put upon the market promises to fill a long felt want. It is an ingenious device consisting of two buttons with a hook on each and joined together with a band of elastic about an inch in length. The device is very useful for holding up the skirt, for fastening the collar, fastening curtains in a room or for the purpose of bicycle clips. It is neat and handy and handsome in appearance, being manufactured in gold, silver and black. The novelty is made by Messrs. Greef, Bret & Co., of Barmen, Germany, and is now being supplied by their Canadian agents in Toronto to all leading wholesalers, from whom it may be obtained at reasonable prices.

#### CLOAKS AND WAISTS.

Boulter & Stewart are now fully prepared for the Fall openings and are showing all the swell styles in tailor-made costumes. There is a decided demand for the longer coat this season and Boulter & Stewart are showing many stylish effects in the skirt coat. These are made in broadcloth, cheviot or tweed. Blouse waists are now staple stock for Fall trade and they are showing a complete range in French flannel, cashmere, alpaca and sateen at prices to suit all classes of trade. Wrappers, in new designs, made in



Design for a Trim.

materials, such as dimities, mulls, organdies and the like.

"Never mind if you have shown these same materials before this season; instruct your trimmer to think up new backgrounds and new drapes and the goods will present all the freshness of new arrivals.

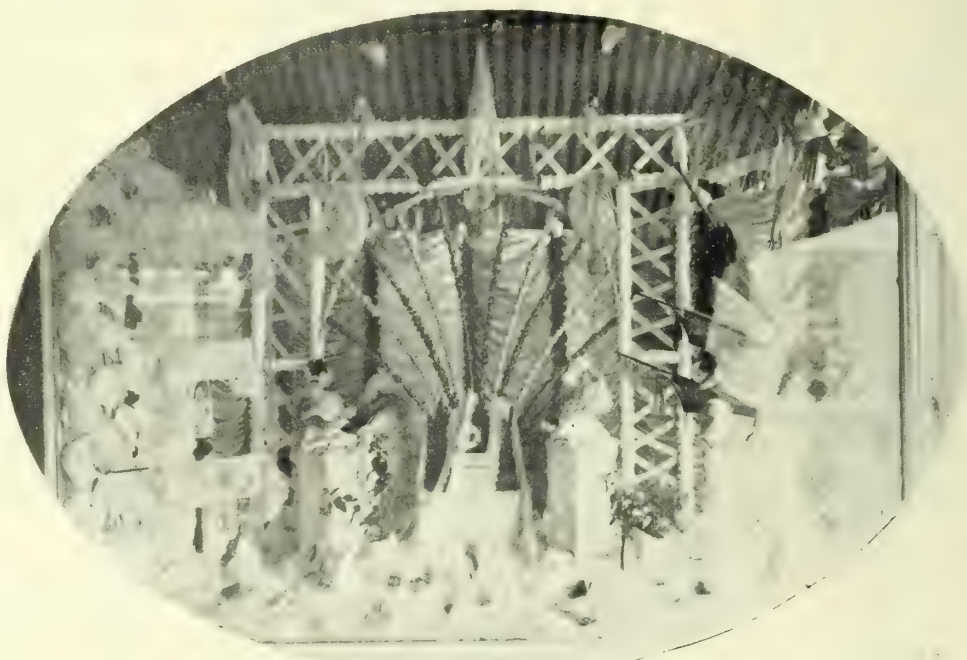
"Give your decorator liberty to browse about the store and we will wager much that he will find something new to show. His mind is on this sort of work and you will often find him more acute in this particular than yourself."

#### GOOD WINDOW AT NELSON, B.C.

Herewith we give an illustration of a window in The Hudson's Bay Co.'s store at Nelson, B.C. The photograph enabled a fairly good copy to be taken, but, as so often happens, the shadows on the window interfered with perfect reproduction. The subject treated by the window-trimmer was "novelties." The background was of white and purple. The framework was of light lumber bent into place and covered with puffing. Every alternate rib was puffed with mauve and old gold.

On the right hand side was placed one upright parasol stand with Parisian parasols. To the left of the window rods were arranged irregularly from the corner of the window, and on them were draped lace ties, handkerchiefs, etc.

The bottom of the window was of mauve over which white chiffon was loosely draped and on this kid gloves, silk gloves, handkerchiefs, ties, etc. were arranged.



Window in The Hudson's Bay Co.'s Nelson, B.C. Store.

flannelette and sateen, at \$12 to \$36. Put these on your list for the openings.

Mr. W. F. Haggarth, general merchant, Caufield, Ont., was in Toronto last month.

A. Roland Williams, manufacturers' agent, has removed his office to the Manchester Building, Melinda, street, Toronto.



LATE JAMES JOHNSTON & CO.,

Montreal.

## August Specials

### IN STOCK:

Velveteens--all shades.

Silk Velvets.

Taffeta Silks--all shades.

Velvet Ribbons.

Applique Trimmings.

Taffeta Trimmings.

Lace Galoons.

Fancy Laces.

Exquisite Fancy

Silk and Lace Tuckings.

Buckles and Slides.

Novelty Lace Edge

Handkerchiefs.

Turkish Towels in New  
Stripes.

Crashes.

Percaline Lining in all shades.

Linenettes.

New Cashmere Hosiery.

Leading Numbers in

Fleece and Scotch Underwear.



## Fancy Goods, Smallwares, Etc.

**A**LL the wholesale firms are prepared for a good house trade in smallwares, fancy goods, corsets, etc., during the millinery openings. Their travellers will be in the warehouses during the season, and all the latest goods are being displayed.

### CORSET TALK.

The trade has been somewhat undecided during the past Spring as to just what to do about their corset stock. Manufacturers who were loaded with the old curved front corsets were very decided in their advice to buyers to keep up their old styles which had done such good work in the past, while up-to-date manufacturers closed out their old shapes and kept in touch with the demand of the modern dressmaker, who in many cases positively refused to make any garment over the old-style corset.

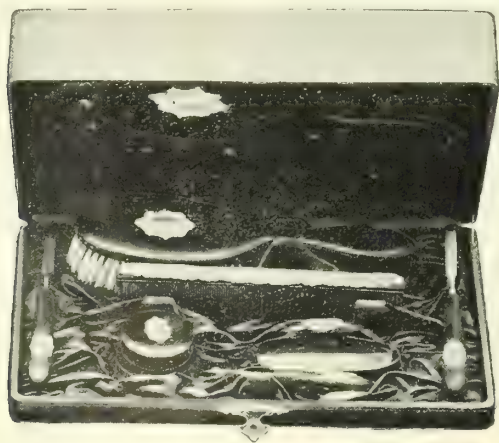
The successful corset manufacturer has given the trade a garment which for ease and comfort it would seem difficult to surpass. Still there is a difference of opinion as regards the length of back, as well as the skirt of the corset, but all agree as to the desirability of the straight-front.

### A DEPARTMENT ENLARGED.

A new room has been added to Wyld-Darling Co.'s smallware department, devoted to ladies' and children's underwear, hosiery and knitted goods. The demand for ribbons of all kinds is increasing, especially for taffeta ribbons in 3 and 4-inch widths. Black velvet ribbons, with satin or cotton backs, are as popular as ever, and importers are finding great difficulty in keeping an assortment of them in stock.

### LINES ALL BUYERS SHOULD SEE.

Probably the most popular of holiday presentation goods are the large range of ebony-fitted, genuine leather cases shown by The Fancy Goods Co. of Canada, Limited. The accompanying illustration shows one of the ready sellers. The



effect of the sterling silver mounts on the real ebony pieces is very beautiful in the setting of rich satin with which all the cases are lined. They come in several styles, in two colors—dark green lining of a particularly handsome shade and rich maroon red leather with exquisite purple lining.

There are many lines of brush, comb and mirror sets, manicure combinations, cloth brush sets, etc., shown by the

Fancy Goods Company. They are showing as well a most complete assortment of Fall and holiday lines.

Their catalogue is the most complete list ever issued in Canada. "The Drummer," as they style it, is a catalogue that everyone is familiar with. This edition is sent to the trade generally, and will be out this month.

Buyers visiting Toronto will receive a hearty welcome. Special facilities will be placed at customers' disposal during the Fair.

### TRADE CHAT.

For Fall trimmings, braids and buttons will be in demand, and The W. R. Brock Co., Limited, Montreal, are prepared for business in these lines.

Ball pearls, in real and freshwater, for trimming are seasonable. The latter look nice and are about half the price of the real pearl.

The Brock Co., Toronto, are clearing out odds and ends in all branches of the department, including cotton hosiery, ladies' underwear and fabric gloves.

John Macdonald & Co. report a range of ladies' lace and embroidered handkerchiefs.

### "KABO" CORSETS.

The demand for fine corsets is growing rapidly throughout Canada. Many of the leading foreign manufacturers have their lines represented, and every up-to-date dealer now carries an assortment of the best-advertised styles. Probably one of the best-known manufacturers in the United States is The Chicago Corset Co., whose office and salesroom is at Chicago and factory at Aurora, Ill., where they employ 800 hands and manufacture corsets equal in quality and design to the finest French makes. The range embraces a very large assortment in prices from \$1 to \$15 per pair. In addition to the superior workmanship of the "Kabo" corsets all have their now celebrated loop eyeletted back, which is one of the best improvements ever made in a corset.

These "Kabo" corsets in the finer grades can be had by the trade throughout Canada, as The Chicago Corset Co. have arranged with Brush & Co., Toronto, to introduce them in connection with their own popular line of "B. & C." corsets which, by the way, will also have the loop eyeletted back in several styles, Brush & Co. having secured the Canadian right to manufacture the loop eyeletted back under The Chicago Corset Co.'s patent.

### ARRANGEMENTS FOR THE EXHIBITION.

If you expect a rush of customers at Exhibition and millinery opening time, there is sense in having the stock ready, and the staff ready as well, to receive those who come. The Brock Company, Toronto, are advocates of this sort of preparation, and the Exhibition trade has been carefully arranged for, the stock being got ready, and the goods laid out with all the special lines emphasized. This firm cultivate this line of policy more each year, so that when people come into town they can walk through the warehouse and see the most attractive lines without detention. This brings in more visitors who are all the better satisfied, and The Brock Company develop it each year to greater extent as customers approve of it. A look into the shipping-room just now, with Mr. Roach and his staff as busy as nailers, is a good indication of present business. The firm have issued a handsome booklet re prices of goods, Exhibition programme, etc., which dealers should see.

# Your fall buying

THESE ARE IMPORTANT LINES WE CAN

INTEREST YOU IN:

Dolls  
Toys  
Games  
Ebony Goods  
Leather and  
Celluloid  
Cases

Chinaware  
Vases and  
Ornaments  
Woodenware  
Sleighs

Druggists' Sundries  
Smoker's Sundries  
Smallwares



**SEASONABLE  
SPORTING  
GOODS**

Health Exercisers, Hockey Goods, Footballs, Striking  
Bags, Boxing Gloves, Basket Ball, Swinging Clubs,  
Dumb-bells.

is probably the one item which is uppermost in the arrangement of your present plans.

Every merchant is anxious to buy where he can get the nicest line of goods and the best values—our lines just meet this case.

Each article in our assortment has been selected because it is a most suitable line for trade in Canada.

The goods are selected personally by our buyers from the best factories of Europe and America, while many lines among the leaders in value are manufactured by us in Canada.

The thorough knowledge of the demand of Canadian business, and the long experience of those connected with our purchasing departments, together with the knowledge of the right source from which to secure each part of every article offered are some of the things that account for the excellence, suitability and good value of the assortment.

**When in Toronto** you will be made very welcome, and are heartily invited to make use of our facilities for your convenience.

If you cannot come to Toronto to buy, our travellers will call on you in good time.

Our new Fall catalogue "**The Drummer**," the busy business man's catalogue, with more than 1,500 illustrations, describes the goods faithfully. It will be ready in August. You can have a copy for the asking.

**The Fancy Goods Company of Canada**  
LIMITED

50 Yonge St. and 6 Wellington St. West, TORONTO, CANADA.



## DRESS TRIMMINGS.



NE of the principal means by which ladies will be able to differentiate their Fall dresses from those of the past season, will be by the manipulation and application of trimmings and garnitures of all sorts. The plain dress goods craze provides a certain market for embellishments of every description, and the tendency is only accentuated by fashion which has been running strongly in the direction of elaborate trimmings during the past two seasons.

This Fall and Winter we shall see an exceedingly heavy trade in trimmings, including braids, laces, embroideries, and nets. Anything of a bright, metallic, zigzag shape will be good property.

In the lead will be applique galloons and analagous goods. For some weeks there has been a heavy rush on stocks in this line and buyers are repeating orders and bringing forward the goods as fast as possible. In the same class are the black chantilly laces in the wave effects, both black and cream. Black is to be a very popular color, but the new drab shades, whatever they are called, and their names are legion, are coming up strong. Some houses have been afraid to order the stylish Paris shades, but they are likely to see their mistake, for these harmonize well with the new dress colors and are sure to be wanted. Dealers catering for the highest class trade have imported these goods as high as the hand-made Plauen laces. Lace is uppermost in the feminine mind just now and sales of applique stuff, suitable for Winter wear must be large.

But parallel with the demand for lace is that for braids. Plain zigzag braids will apparently not do. Something brighter is wanted. The best selling braids are the sequin-trimmed, or the silver, gold or bead effects. Gold is not yet dead, although it does not show so prominently in the weave as it did. Beaded is very popular this year, particularly the steel beads. Any fancy braid trimming with a loop edge will sell. In addition, there are the passamenteries, which are beginning to come in in variegated colors. All these goods are selling at reasonable prices, and ladies of any pretensions will want them.

For evening wear, the nobbiest things out are embroidered nettings. No dealer catering to a fashionable trade can afford to be without them. They come in all forms—fichu collars, bolero, blouses or all-overs. The nets are white or black, and embroidered with lace, honiton, sequins or beads. Pannet figures in others. While many of these goods are expensive and will be worn only by those rich enough for Duke of York functions, there are others that are cheap enough for the ordinary trade.

One important dress accessory for the Fall is the ruffle. This comes in all sorts of materials, from chiffon to chenille. The tendency is towards a puffy effect about the neck, and these delicate goods, beautifully tipped and finished, fill the bill to perfection. Moreover, they are moderate-priced, and are being handled by all wholesale houses. Feather boas, made chiefly of ostrich feathers, are in the same popular class.

It will pay dealers to send for samples of these novelties to come through the mail. The Fall is essentially a novelty season, and the house that can show these goods first is considered the best house in the business. So, it pays to get one or two lines in early, if only for samples and to interest customers as they come into the store. There is nothing that interests a lady so much as to be told what the very latest fad is, and the dealer that recognizes this feminine failing will get the bulk of the trade of the fair sex. It would pay to handle these goods even if there were no money to be made on them. The strange feature of the business is, however, that they form one of the most profitable lines in the store.

A few days ago THE REVIEW noticed an interesting article on a dress accessory flat, in the shape of a blouse set, as it is called. It is merely fine material to make blouses, only more than half the work is done before it comes to the seamstress, the goods being tucked all-over silks with lace insertions. They are put up in 2-blouse lengths in boxes to retail from 75c. to \$2 a yard. The goods are said to be capable of easy adjustment to the desired fit.

### CURRENT CHAT IN THE TRADE.

Brophy, Cains & Co. are showing some very natty lace windsor scarves, white and cream, that are proving to be good sellers, falling in with the general idea of style. In the same assortment are some fancy silk windsors, in black and white, with plain or fancy ends, embroidered, etc. These furnish extraordinary value.

The Gault Brothers Co., Limited, have put into stock for the Fall trade several thousand ruffles of all kinds. They are made of uncrushable silk, tulle, point d'esprit, net and chiffon, with velvet ribbon and point d'esprit ends. These are very stylish goods, and no store has a complete Fall range without a nice assortment of them. In dress trimmings, a large shipment of beaded sequin trimmings on net and sequin gimps, as well as all-over sequins on net for sleeves, waists and whole costumes are to hand. Another novelty just introduced is a line of ostrich feather boas and ostrich tipped boas. A nice assortment of wide, soft, illuminated ribbons, suitable for sashes, neckwear or millinery purposes has just arrived. This department is making a specialty of Young Canada sets, comprising toques, sashes and mitts; they are very pretty on children, and are to be had in all colors. Ladies' mitts and children's hoods are not neglected. A large stock of handkerchiefs is in stock for immediate delivery, while a unique range of Christmas handkerchiefs is being shown. Blouses, costumes and wrappers (Crescent brand) have already sold well on their merits; the full range is well worth inspection.

### BUTTONS.

Speaking of buttons, Brophy, Cains & Co., said: "Yes, the smoked pearl buttons are as stylish on the black silk waists as upon the pink and blue and white wash waists. The same styles—buttons flat and without a shank.

"Small round pearl buttons, little ball buttons of mother-of-pearl, fasten many of the pretty little white waists of this season. They are set in groups at the opening of the yoke frequently, and have the effect of trimming.

"Attractive fancy silk waists button in the back with a row of small brass buttons. Black waists buttoning in the back more frequently have a blind opening."

# The Alsatian Bow.

(Patent Pending)



The Alsatian Bow catches the loose strands of hair.  
Does not have to be tied into the hair.  
Gives stylish bow effect wanted in hair dressing.  
The neatest hair ornament ever put on the market.

SEND FOR SAMPLES.



# The Alsatian Braid Bow.

(Patent Pending)

The ribbon can be changed instantly.  
It only takes a quarter of a yard of ribbon to make the bow, which does not have to be Tied or Sewed.  
When you tie a Ribbon around the braid you "muss" it.  
The second time you tie it it looks like a string.  
The young girl is always losing ribbons from the braid.  
It's a constant expense to buy these ribbons and they never look right.  
The Alsatian Braid Bow is always neat.  
It is not "tacky" in appearance.  
It is attached in a minute.  
It cannot become loosened.  
You save the cost of the Alsatian Bow by saving Ribbon, and you have a neat, practical Braid Bow always ready for use.  
The biggest selling hair device ever put on the market.



*Book to Phil  
a. Wrinch  
30-8-01  
cut book 3 p  
150*

**Retails from 10 cents up.**

MANUFACTURED AND SOLD ONLY THROUGH . . .

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SOLE DISTRIBUTORS FOR CANADA

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MONTREAL: 207 St. James St.  
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## 5 Wellington St. W., TORONTO



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## The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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### CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, AUGUST, 1901

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### TRADE AND THE ROYAL VISIT.

THE commercial aspect of the Royal visit is one that should not be overlooked. In the first place, all the cities and towns to be visited by the Duke and Duchess will go in for some form of decoration, and any prominent and successful store in one of these towns which does not show some kind of trimming will get the worst kind of advertisement, as being too slow, or too stingy to decorate. By all means, therefore, see to this in time, so that the required materials are to hand.

Then, in the matter of making some extra trade out of the celebration. Crowds from the surrounding country will flock to all the points to be visited by the Duke and Duchess. There will probably be excursions. As the visiting points are not merely the largest cities, we see no reason for thinking that the trade effects will be confined to a few places.

Good window trims are indispensable. Let the clerk or trimmer take some time to the matter. Don't stint him as to time, whatever limitations you put on purchase of material. The windows should correspond in a general way to the decoration of the store front—that is, they should suit one another instead of being at variance. By the way, we saw in an Ontario town—and a good, thriving town it is, too—the other

day some dry goods windows that would almost make new apples fall off the trees. The goods were not arranged at all. They were simply "chucked" into the floor of the windows. For goodness sake, Mr. Merchant, wake up to the necessity of well-trimmed windows when the son of the King—Emperor of this great country—comes to pay us a visit!

The receptions and demonstrations are all to be of the popular kind. That is well. It means larger attendances. It also means larger purchases in certain lines, such as dress accessories for the ladies, gloves, hats, ties, etc., for the men. The merchant should be well stocked with these.

As to flags, bunting and souvenir goods, we only mention them, as every live merchant will already have made the necessary preparations to handle them.

Don't let an opportunity go by on such an occasion of utilizing the crowds that come to town (the day itself will in each place be probably made a public holiday), and who are ready to buy if you are able to persuade them.

But decorate anyway.

### CHOOSING A MINISTER.

THERE is shortly to be a vacancy in the Dominion Government. Sir Louis Davies, Minister of Marine and Fisheries, is to be appointed to the bench, and speculation is busy with the name of his possible successor.

We do not know who this will be, but it requires no special gift of insight to determine how the choice will be made. In this country Cabinets seem to be built up on a kind of geographic-racial religious basis. The Province a man lives in; the church he goes to; what branch of the human race his forefathers belonged to; the number of secret societies he is in league with—all these are factors in the choice. Occasionally fitness for the position is considered, but not so as to destroy the working efficiency of the other and principal factors.

In consequence, Sir Louis Davies' successor—whoever he may be—should select a Province which has for the nonce some political "pull." Let him be careful of his choice of relatives. If his grandmother was a Protestant and his uncle a Catholic it would be all the better. To speak impressively on national destiny and other lofty generalities, while avoiding practical questions, would be a help.

The office is Marine and Fisheries. It will not be required of him to know anything about the Marine, except that he should be able, in a crisis, to know dry land from water. As to Fisheries, he ought to have once caught a black bass. He may be a lawyer, doctor, surveyor, journalist, or, better still, a professional politician.

In every Government, and certainly in this, there are a few practical and able men. But some of the offices are filled by persons who would never be selected by business men for any post of responsibility in their stores or offices. Why should not the business men in Parliament be organized so that they could recommend a suitable man for Minister to the Premier when a vacancy occurs?



### WHAT ABOUT SHIRT WAISTS?

A LOT of newspaper talk has been created by the proprietor of the Russell House, Ottawa, declining to let coatless men into his dining-room.

Why should he not exclude them? The so-called shirt waist is not intended for the dining-rooms of swell hotels. The men's shirt waist has its place, and if our Summers continue to produce the spasms of heat which the last three have shown no one need doubt that radical changes in our Summer clothing will be one result.

But there must always be occasions when the man without a coat should put one on. In the bosom of his family he can do as he pleases. The outside public have no right to object if he puts his boots on the lunch table, or his hat over the ice-water jug. These are purely domestic matters. They concern no one but his relatives.

When the daily newspapers raise a sensation, as they love to do in the dog days, as if the exclusion of a coatless man from a big hotel dining-room was equivalent to the death of the shirt-waist trade, they print nonsense. The men's short shirt is cool, convenient, and looks nice. There will be a large sale for it, especially among younger men, if heat waves continue to descend upon us.

But it is not intended for dressy occasions, nor can one conceive its ever becoming so universal as to displace Summer coats entirely. A little commonsense is all that it needed to determine the uses to which the short shirt will be put.

### A WORD OF WARNING.

We would like to say a friendly word to United States manufacturers.

Unless the United States relax their tariff against Canada we believe a movement will soon set in here to raise the duties on their manufactured goods. Leaving raw materials free as far as possible, our duties could easily be modelled after theirs. What is sauce for the goose is sauce for the gander. This policy would certainly direct more trade to England. Mr. John Charlton, M.P., the lumberman, has already publicly advocated this course both in Canada and the United States. He is on the right track.

As far as we know Canadian sentiment it favors the lowest possible tariff against Great Britain, with higher duties—omitting raw materials—against the United States if they continue the present Chinese wall against our products.

Canada is one of the best markets the United States have. We want to trade with the United States. But the present arrangement is too one-sided.

### A BUSINESS DECISION.

In the case of The Dominion Radiator Co. vs. Bull, Mr. Justice Lount has decided at Toronto a point of considerable importance in the distribution of insolvent estates.

Mr. Bull was the assignee of the estate of The Hamilton Hardware Co. and he sold the assets to one Hersee for a sum of money to be divided among the creditors. But all the

creditors did not accept the composition, and one of them, The Dominion Radiator Co., took action to recover the full amount of their claim against the estate. The judge decided that, as The Dominion Radiator Co. had refused in writing to agree to the composition and as Hersee had bought the assets knowing this, he was bound to pay the Radiator Co. in full. As Hersee was bound by the covenant he took over to pay the creditors who had not accepted the composition, and as Bull had declined to take proceedings on behalf of plaintiff the costs were given against them both conjointly.

This decision strengthens the position of creditors who decline to accept compositions, and who, it is clear, cannot have their rights interfered with by a majority of creditors or the assignees who sell the estate.

### DEMAND FOR FINER HOSIERY.

In Canada the coarser numbers in German cotton hosiery used to be the popular lines, but of late the finer lines are more in vogue; and this year they are being shown for Spring at prices a trifle easier than last year. The cheaper lines, however, show no charge in price as compared with last year.

### EMBROIDERIES.

The present ought to be a good time for the retailer to get some nice values in embroideries. Months ago Canadian importers bought rather freely expecting a rise in the market. This rise in price came as expected, but since then other causes have operated to weaken the market, so that importers with stocks on hand can afford to take a reasonable advance on the prices they paid. That is why embroideries are being pushed, and that is why retailers can afford to purchase them.

### SCOTCH SAGACITY.

ONE reason why the Glasgow Exhibition has been so successful is the interest taken in it by the Scotch people themselves. They attend in immense numbers so that the gate receipts are gratifying.

Many Scotch firms make a point of seeing that all their employes go. In some cases the big industrial concerns pay the expenses of their staffs. It is related that Michael Nairn & Co., of Kircaldy, gave 1,000 of their employes a holiday and a free ticket to the Exhibition so that they might benefit by an inspection of the exhibits.

The educational value of these exhibitions is their real claim to popularity. That it pays the exhibitor cannot be contended, since most of the displays cost a lot of money which the spender finds is never recouped to him. But the result is decidedly beneficial in promoting information, and as long as the exhibitors are willing to spend their money in this public-spirited way they deserve to be appreciated by the public at large. This is the view taken of it by the Scotch, who have not waited for outsiders to flock in, but began to do that themselves from the very start.

**KEEP DOWN PERSONAL EXPENSES.**

**A** PITFALL into which a young business man should avoid falling is that of increased personal expenditure.

A successful merchant tells the writer that many years ago his annual share in a well-established business was £500 a year. He lived within this sum. He decided to start for himself, and put his annual personal expenditure at £250. When questioned about his reasons for fixing his own salary so much below what he had been accustomed to receive, he said: "This is a new business. One can't be sure of its future. If conditions are against it, I shall be able to prove that my extravagance was not a contributing cause." Needless to say, the business prospered.

It happens that circumstances will sometimes bring a merchant's business to the ground. Hard times, disastrous fires, a crop failure in the district—all causes beyond a man's control—will overturn the labors of years. The man goes to his creditors for an extension or a compromise. Almost the first item in the statement looked at, or the first question asked him, concerns his private expenses. "At what rate has he been living?" they ask.

If he is found to have been frugal, he has small difficulty in getting what he wants. Everyone sympathizes with the prudent merchant who suffers through a general depression. Helping hands are willingly stretched out to aid him.

Extravagant living is one of the curses of modern life. It should be shunned by young merchants as well as those with greater experience.

**HOT WEATHER AND HEAVY GOODS.**

There have been complaints in many quarters about the early delivery of Fall goods which arrive during hot weather when trade is on a strictly 90°-in-the-shade basis. One retailer wrote to a wholesale house in Toronto a few days ago this plaintive appeal:

Gentlemen,—Please do not ship any more Winter goods at present. The ladies are going around almost naked. The men have nothing but white linen pants on. The temperature is 105° and ice cream is sold at 50c. a dish. Dogs and cats are going crazy, but a breeze is springing up, and cooler weather is expected—next Winter. How do you sell your scrim overalls?

The man who wrote the above has a level head as well as a sense of humor. What is the use of shipping woollen underwear when the whole community is wishing it could take off its flesh and sit in its bones?

**TRUE BASIS OF RECIPROCITY.**

In some quarters the talk is that there should be reciprocity between Canada and the United States. That is our opinion too, but the matter is a much simpler affair than some think.

The Canadian tariff is not half as high as the United States tariff. If they will lower theirs to a reasonable level Canada will immediately begin to sell them more of her products and in return buy more of their manufactures. No disturbance in trade, no wild revolution of tariffs, is required.

The idea that small imports and heavy exports indicate the

height of prosperity is absurd. If the United States will get down to a basis of reciprocity of tariffs with Canada they will soon reap the benefit in large sales.

**GARMENT MAKING IN CANADA.**

A correspondent of THE DRY GOODS REVIEW writes:

The garment manufacturing business is not by any means in the best of condition, and those engaged in it are of the impression that it will be some time before it can recover from the state of demoralization into which it was thrown by the action of some in supplying the trade at goods below cost. There is fully double the amount of goods sold, perhaps three times the amount, that were sold before. But prices have been forced down so low that the profit to manufacturers on this greatly increased output is not greater than it was on half the goods at better prices in former years. Some goods are possibly still being sold to the trade below cost. But this cannot last long, and prices will come back to a reasonable figure.

**THE QUEEN AND COSTLY DRESSES.**

**T**HE Queen, with the good sense and consideration that characterize the Royal Family, has declined the presidency of a society organized by a number of London ladies of fashion to restrict extravagance in dress.

While sympathizing, as everyone must, with the principle of economy, the Queen has replied that the benefits derived from expensive dresses and changes in fashion by merchants and others entitle them to "equal consideration." In other words, there is a large class of persons in England, as elsewhere, who can well afford to dress richly and buy expensive things, and there is no reason why they should not spend their surplus incomes in this way.

The Queen herself sets an example by dressing quietly and in good taste. But quiet dresses are often more expensive than gaudy ones. So much depends upon the material and the mode.

Those who live beyond their means would not be cured of their extravagance by any society of titled persons formed to put down expensive costumes. Other ways must be found of reaching them. People are apt to squander more money on the stomach than in covering the body. From the trade standpoint the use of better goods is an important factor, and to encourage people who can afford silk to wear cotton prints is not a very sound idea of economy.

Thousands live by the manufacture and sale of costly materials, and they, as the Queen says, should have "equal consideration."

**EARLY CLOSING.**

The early-closing movement is taking shape in various parts of the country and live merchants are mostly in favor of it.

According to the circumstances of each locality, a curtailment of the hours of labor is a good move—good for merchant, good for clerk.

The notion that the longer you keep open and the more hours a day you pore over your ledger the richer you grow is exploded. Shorter hours, extra hustling, keener wits are the features of business to-day.





\*\*\* This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

### Headlines and Catchlines.

It is the theory and practice of many experienced and successful advertisers that headlines and catchlines should always contain something about the subject of the ad. itself—should set forth a fact or a pertinent point. They do not believe in catchlines designed merely to attract attention and compel the mind of the reader to absorb some of the ad., whether he wants to or not, by withholding the name of the advertised article. In other words, by giving no display hint of the ad.'s character, to excite curiosity without gratifying it till it is read, which is obviously the object of the ad.-designer.

\* \* \*

### The Practice of Best Advertisers.

In proof of this point, numerous instances could be cited. Everyone who reads the magazines and newspapers, or even casts an eye on out-of-door displays, knows that Hood's and Ayer's Sarsaparillas; Pear's, Ivory and all the rest of the successful soaps; Columbias, Victors, Humbers, and all the other swift-selling cycles; Mellin's, Ridge's, and the rest of the well-advertised baby foods; Cottolene, Gold Dust Powder, Pearline, Sapolio, Cuticura, the De Long Hook-and-Eye, and a limitless list of other articles, that everyone knows all about, because they have seen their names and virtues so often paraded, all have the name of the advertised article and the point of the ad. more or less apparent at the very first glance.

\* \* \*

### Physician Heal Thyself.

Some of the poorest ads. are those of printers. Not one in a hundred knows how to advertise his own business. Most printers try to impress their patrons with an idea that good printing is an essential part of any successful business. At the same time their own ads. and their own printing of them serve as horrible examples of how not to do it.

\* \* \*

### How Not to Do It.

As we write, an ad. lies before us from a prominent Western printer. It occupies about eight inches, double column, and contains no less than six different faces of type. There are ten display lines in it and seven lines of reading matter. The ad. is surrounded by an old-fashioned worn-out border, and is about as bad an example of display composition as we ever saw.

### What Should Have Been Done.

If the printers had used two kinds of type, they could have made a nice looking ad. To do good printing, it is not necessary to have an unlimited number of faces of type. Given three or four different series, and the intelligent printer can turn out creditable work, either in job printing or newspaper display.

\* \* \*

### A Rule With Few Exceptions.

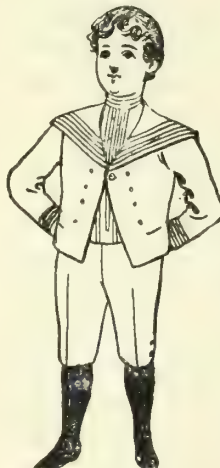
Except in occasional instances, an ad. or a job ought not to contain more than two different faces of type, or, at the outside, three. An ad. or a piece of printed matter ought not to contain more than two or three display lines. There are occasional exceptions to this rule, but they are few and far between.

\* \* \*

### Too Much Display Same As None.

If you try to display everything you display nothing. You put everything on a dead level and nothing will be conspicuous. If you have ten lines in an ad. and display all of them, you might as well have displayed none. On the other hand, if you will pick out one line and make it ten times as big as any other you will have something with which to attract attention.

\* \* \*



Even prices are melting.

Prices of wash sailor suits for little chaps from 2 to 10 years old.

Made with the same care as woolen suits, from English drills, German linens, French prints and Russian crashes.

Pretty enough to melt any mother's heart.

Everything boys wear.

ROGERS, PEET & COMPANY.

258 Broadway, cor. Warren,  
and 7 and 9 Warren St.  
569 Broadway, cor. Prince.  
120 Broadway, cor. 32nd,  
and 51 West 33rd St.

We fill orders  
by mail

Pith and point to this.

# GALE MFG.

14 = 24  
Mincing Lane,

# CO. — Toronto

FALL

## Whitewear

## Flannelette Underwear

## Wrappers

FALL

## Shirt Waists

A visit to our showrooms solicited.

Letter Orders promptly attended to.





## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal**

# McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



MONTREAL.

## DEPARTMENTS

Dress Goods

Linings and  
Muslins

Linens . . .

Kid Gloves

Smallwares

Fabric Gloves

Silks AND Velvets

and Hosiery.

Careful attention given to Letter Orders.

TORONTO:

25 COLBORNE STREET.

WINNIPEG:

McINTYRE BLOCK.

OTTAWA:

SPARKS ST., Carleton Chambers

ST. JOHN, N.B.:

2 CHURCH ST.



**GOOD ADVERTISING—Continued.**

Take the Public  
Into Your  
Confidence.

Don't be afraid of telling people something about your business. Take them into your confidence, just a little bit. It makes them feel better acquainted with you—and that is one of the best things to be gained by advertising. How to do this, none knew better than Mr. Gillam, of Wanamaker fame. He started out each ad. with a short, pleasant little talk about something bearing directly on the general business of the store.

\* \* \*



*This is*  
**Cohen & Co.**

The Tailoring Institution  
with the Great Idea!

**Prices Off During  
Regular Sale.**

**BEGINNING MONDAY, JULY 8.**

and Continuing for Sixty Business Days Only.

Note that this is not a stock-clearing sale, nor an offer of limited scope. It includes choice of patterns from a stock that will be kept full and complete. Prices are reduced solely to make trade in the "dull" months and keep our force of cutters and men-tailors employed without intermission.

**During This Sale Only**

|          |          |             |
|----------|----------|-------------|
| Suits or | Made     | <b>\$12</b> |
| Topcoats | to Order |             |

All Known Imported Fabrics Included in This Sale.

Not for three times the money could you produce these values.

At no other time do we make Suits or Overcoats at these prices.

**SPECIAL WARNING!** With a concern of our known standing and reputation, this is a straight business proposition; with others who have no force of tailors to employ, but copy our store signs, methods, etc., it is a fraud. Reach the right place and you'll find your bargain.

**Cohen & Co.**  
TAILORS

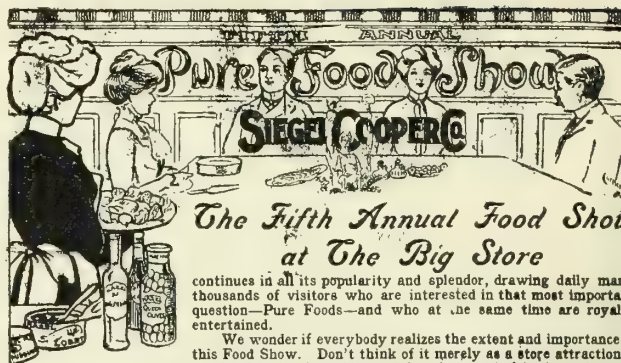
ENTIRE BUILDING.

**Cor. Nassau & Ann Sts.**

**CAUTION!** Make no mistake, our entire building covered with blue signs.

The Right  
Keystone.

The tone taken in these little headings is that the reader is already interested in the store and will be glad to have these bits of information. The talk takes it for granted that the reader will be interested in whatever is told about the store. This is



**The Fifth Annual Food Show  
at The Big Store**

continues in all its popularity and splendor, drawing daily many thousands of visitors who are interested in that most important question—Pure Foods—and who at the same time are royally entertained.

We wonder if everybody realizes the extent and importance of this Food Show. Don't think of it merely as a store attraction—think of it in the wider and broader sense of its inception and execution—as an exhibit of well-nigh national interest—as the best exhibit of its kind ever seen in this country—and you will want to come then; and you should come.

The Pure Food Lectures by Mrs. E. Cornelia Cladin, Chairman of the Pure Food Committee of the Women's National Health Club, of Chicago, and by Chef Bonwit Hofer, are of the greatest interest.

The New York Symphony Ladies' Orchestra continues to charm its audiences with the very finest popular and classic selections.

The Pan-American Exposition, as shown by stereopticon displays, and Frank R. Hoy's Tiny Mites are instructive, attractive and amusing.

And so on—throughout the great Pure Food Show you will meet with dozens of attractions, each one well worth coming for—to all of which we add a list of "Special Friday" Prices that will convert your visit into a source of profit as well as pleasure. Just read it!

a good thing to assume. If you approach the readers with diffidence, in an apologetic sort of way, you discount your chances. Go right at them, as if you knew they were glad to see you, and would be glad to hear whatever you had to tell them.

\* \* \*

This ad. illustrates the strenuous efforts now being made in New York to attract customers to the stores these hot and humid dog days. Note the attractions above offered: Pure food lectures, Symphony Orchestra, Pan-American Exposition by stereopticon, and Frank R. Hoy's tiny mites.

\* \* \*

**A Proper  
Confidence  
Essential.**

A bashful salesman on the road doesn't accomplish much. He must not be forward or "fresh"; he must not be unduly familiar. But a good strong well-developed confidence in himself is the most valuable qualification he can possess.

An advertisement is a salesman—or nothing.

\* \* \*

**Poetic Ads.  
Unfashionable**

Thirty years ago the practice of advertising in verse was much more in evidence than it is to-day. The standard of versification, as applied to business announcements, was not, perhaps, so high then as now—though there is room for doubt on that point—but this seems to be the only reason for the more restricted use of what should be a perfectly legitimate and desirable method of reaching the public ear.

\* \* \*

**Current Criticism of Ad.  
Jingles.**

Of late, many writers in discussing and reviewing the fields and possibilities of advertising, have seen fit to reflect rather sharply upon the effusions of those who seek to vary and brighten their announcements by the intro-



**BRUSH & CO.,**

TORONTO,

Manufacturers of \_\_\_\_\_

**THE**  
Straight **B & C** Front  
**CORSETS**

ALSO \_\_\_\_\_

**The Weston & Wells Mfg. Co.'s**  
**BRAIDED WIRE BUSTLES.**

**All-Ways Ready Skirt and Waist Holder**  
**Rubber-Tipped Dress Stays**  
**Wright Bust Form**  
**Kabo Bust Perfector.**

CANADIAN REPRESENTATIVES

**Chicago Corset Co.**

CELEBRATED

**KABO CORSETS**

With Their Patent Loop Eyeletted Back.

Sample Orders Solicited.

**BRUSH & CO.**  
TORONTO.

**Bigger**  
and  
**Better**  
than  
**Ever.**

Our Xmas line  
of samples will  
be ready Sep-  
tember 1st.

**The Irving Umbrella**  
**Company, Limited.**

20 Front St. West, **TORONTO.**

**HOTELS FOR COMMERCIAL MEN.**

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " .....               | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " .....               | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " .....               | Walker House      |
| Winnipeg .....        | Leland            |
| " .....               | Winnipeg Hotel    |

**ELDER, DEMPSTER & CO. ROYAL MAIL**  
**STEAMER LINES.**

Consisting of 126 Steamers Aggregating 450,000 Tons.

**BEAVER LINE**

Regular Weekly Service between Montreal and Liverpool.

| From<br>Liverpool. | STEAMERS.            | From<br>Montreal. |
|--------------------|----------------------|-------------------|
| Tues., Aug. 6      | LAKE MEGANTIC .....  | Friday, Aug. 23   |
| " " 13             | *LAKE SUPERIOR ..... | " " 30            |
| " " 20             | LAKE SIMCOE .....    | " Sept. 6         |
| " " 27             | LAKE ONTARIO .....   | " " 13            |
| " Sept. 3          | LAKE CHAMPLAIN ..... | " " 20            |
| " " 10             | LAKE MEGANTIC .....  | " " 27            |
| " " 17             | *LAKE SUPERIOR ..... | " Oct. 4          |
| " " 24             | LAKE SIMCOE .....    | " " 11            |

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

\* The Lake Superior carries Second Cabin and Steerage passengers only.  
FIRST CABIN—Single, \$52.50 and upwards. Round Trip, \$99.75 and upwards.  
SECOND CABIN—Single, \$35 and upwards. Round Trip, \$65.88 and upwards.  
According to steamer, location and number of persons in room.  
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

**ELDER, DEMPSTER & CO., 6 St. Sacramento St., Montreal.**



**GOOD ADVERTISING—Continued.**

duction of a series of business verses or jingles, as it is often called.

\* \* \*

**Examples  
Worthy of  
Condemnation.**

There is no denying that many of the examples which have been permitted to make their escape and get into print are not only deserving of very strong criticism, but, in themselves, are highly provocative of ridicule, and an ad. that suggests the latter element is to be especially condemned; that, too, without considering the cost of such ads., which, in these days of high rates, is of the first importance.

\* \* \*

**S**ALE! SALE!! SALE!!!

**I**MPORTANT SALE ANNOUNCEMENT.

**D**AVIES'S GIGANTIC SUMMER SALE COMMENCES TO-DAY (MONDAY) AND FOLLOWING DAYS.

**D**OORS will be OPENED at TEN a.m. prompt.

**D**AVIES'S have had a Record Season, and they are now prepared to let the public have the Remains of their Summer Stocks at simply Giving Prices.

**S**EE DAVIES'S WINDOWS. That will convince you that the Sale Goods are marked Below Half the Regular Prices.

**D**AVIES'S SALE FOR  
MILLINERY and FLOWERS

**D**AVIES'S SALE FOR  
MANTLES and COSTUMES.

**D**AVIES'S SALE FOR  
DRESSES and SILKS.

**D**AVIES'S SALE FOR  
UNDERCLOTHING and BABY LINEN.

**D**AVIES'S SALE FOR  
BLOUSES and SHIRTS.

**D**AVIES'S SALE FOR  
UMBRELLAS and SUNSHADES.

**D**AVIES'S SALE FOR  
RIBBONS and LACES.

**D**AVIES'S SALE FOR  
GLOVES and HOSIERY.

**D**AVIES'S SALE FOR  
MUSLINS and PRINTS.

**D**AVIES'S SALE FOR  
HOUSEHOLD LINENS.

**D**AVIES'S SALE FOR  
CURTAINS, ETC.

**D**AVIES'S SALE FOR  
BARGAINS OF EVERY DESCRIPTION.

**D**AVIES'S are registered "The Bradford Drapers."  
61, 63, 65, KIRRGATE, BRADFORD.

Above is an ad. just clipped from a Bradford (England) paper: It's an announcement of that city's leading draper. Compare it with Yankees' or Canucks'.

\* \* \*

**Power and  
Charm of  
Rhythm**

Some writers have gone so far as to condemn the use of verse altogether in connection with advertising, but the grounds upon which they have based such a denunciation are not only untenable, but unworthy of comment.

All of us, with but few exceptions, are aware of the power and charm which music in its many phases exercises upon our feeling and imagination, and but little argument is needed to point out the closeness of the connection between poetry and music—a relation so close, indeed, as to make it difficult to say where the one begins and the other ends.

**Rhyming Ads.  
Trade-Winners.**

Poetry, or versification, is coeval with the beginning of language, and has ever been the favorite vehicle of appeal. Does it not, therefore, seem reasonable to assume that a mode of speech which has been used by the greatest minds that ever lived is one well calculated to serve the purpose of trade-winning at a time, too, when the courting of publicity is gradually being evolved into a higher class of human endeavor?

\* \* \*

**Will Make  
Impression and  
be Remembered.**

When we advertise we do so with the immediate intention of selling goods, and, indirectly, that what we have to say may be impressed upon the memory of readers, so that when they have occasion to require our goods or services they will remember our advertisement.

Good, properly-constructed verse or rhyme, with some pith and point to it, will always justify its creation by the financial reward it will bring the advertiser when used with judgment and discretion.

\* \* \*

**EMBROIDERED SWISS**

**25c.**

McCreery's Price 85c

**French Embroidered Swiss,** fancy stripes and polka dots—colors are choice and patterns tip-top. Chance to buy a rich fabric for waist or dress for less than half.

McCreery's Price, 85c. yard.  
Sale Price, 25c.

**WOMEN'S GOWNS**

**95c.**

McCreery's Price \$1.75

**Women's Night Gowns,** Nainsook; also cambric; circular neck, elbow sleeve, deep ruffle, or square neck back and front, full length sleeves; either style trimmed with laces and embroidery, insertings and ruffles.

McCreery's Price, \$1.75.  
Sale Price, 95c.

Quite an effective display.

Just ninety years ago to-day, Sir John Throckmorton, a Berkshire baronet, offered to lay a wager of a thousand guineas (about \$5,400) to the following effect:

"That at eight o'clock on a particular evening he would sit down to dinner in a well-woven, well-dyed, well-made suit, the wool of which formed the fleece on sheeps' backs at five o'clock on that same morning."

It is no wonder that, among a class of persons accustomed to betting, such a wager should be eagerly accepted, seeing that the achievement of the challenged result appeared all but impossible. Mr. Coxetter, of Greenham Mills, at Newbury, was entrusted with the work.

At five o'clock on the morning of the 28th of June, 1811, he caused two Southdown sheep to be shorn. The wool was washed, carded, stubbed, robed, spun and woven; the cloth was scoured, fulled, tended, raised, sheared, dyed and dressed; the tailor was at hand, and made up the finished cloth into garments; and at a quarter past six in the evening Sir John Throckmorton sat down to dinner at the head of his guests in a complete damson-colored suit that had been thus made—winning the wager with an hour and three-quarters to spare.

**A Wanamaker (Philadelphia) introductory to a clothing sale.**

\* \* \*

**McCurdy's  
Mail-Order  
Catalogue.**

That was an excellent mail-order catalogue of McCurdy & Co.'s, Sydney, C.B. And, from the ads. therein, we gleaned the impression that the publication was as inexpensive to the firm issuing it as such a catalogue could

# The Gault Brothers Co., Limited

Wholesale Dry Goods

Montreal.

Winnipeg.

Vancouver.

## Smallware Department.

We beg to call the attention of the trade to the following leading novelties which we are offering at close prices :

- |                                         |                                         |
|-----------------------------------------|-----------------------------------------|
| <i>Ladies' Ruffles or Boas in Silk,</i> | <i>Fancy Box Handkerchiefs.</i>         |
| <i>Uncrushable Silk, Point Esprit,</i>  | <i>Swiss Embroidery Handker-</i>        |
| <i>and Lace Combinations.</i>           | <i>chiefs.</i>                          |
| <i>Sequin Dress Trimmings in</i>        | <i>Belfast Embroidery and Lace</i>      |
| <i>Gimps.</i>                           | <i>Edge Handkerchiefs.</i>              |
| <i>Sequin Dress Trimmings on</i>        | <i>Linen and Lawn Hemstitched</i>       |
| <i>net grounds.</i>                     | <i>Handkerchiefs.</i>                   |
| <i>Sequin All-Over Dress Nets.</i>      | <i>Excelsa Handkerchiefs, war-</i>      |
| <i>Black Silk Applique Dress Trim-</i>  | <i>ranted to retain finish after</i>    |
| <i>gings.</i>                           | <i>washing.</i>                         |
| <i>Brussels Lace, French, Belgian</i>   | <i>Ribbons in Brilliant and Illumi-</i> |
| <i>and Saxony, and Plauen Lace</i>      | <i>nated Effects for Neck and Belt</i>  |
| <i>Collars.</i>                         | <i>and Millinery purposes.</i>          |
| <i>Chatelaine Bags in Variety.</i>      |                                         |

Our travellers will show shortly a great variety of Laces and Embroideries, all specially selected for Spring 1902 trade, at prices that every buyer should see before placing order.

N.B.---Our Mr. W. B. Mathews, the buyer for our Smallware Department, having just returned from a visit to the French, English and German markets, where he secured the latest novelties in all of the above lines, we invite inspection of our stock and samples in the hands of our travellers.

Sole Agents in Canada for Fownes' Gloves.



**GOOD ADVERTISING—Continued.**

possibly be. But, cost out of the question, it was, indeed, a very creditable issue.

\* \* \*

**THIS IS THE CHECK THAT DID THE WORK**

The "Fair," Chicago, inserted this cheque reproduction in their great clothing sale ad. It is supposed to be a facsimile of the cheque which bagged the game and furnishes confirmation of the veracity of the claims. Not a bad idea?

The W. R. Brock Company, Limited, Montreal, towel department, report a big run on Turkish towels. They are opening out a fresh shipment this week, containing many new fancy designs.

**A CUSTOMER CAUGHT.**

The proprietor of a milliner's shop tells the following good story of a late customer, says The Drapers' Record. He lays stress upon the word late, as he has not seen the lady since the transaction, which is easily understood when the story is told. Coming down from lunch one day he noticed a commotion at one of the cash desks, and going up he found there a woman apparently in a terrible state of distress; but, as the trick in question had been worked by her previously, the distress was unquestionably assumed. Seeing the proprietor coming towards the desk, she anticipated matters by rushing up to him and stating that the clerk in charge had taken half-a-crown off her and given her change for a florin only, "and what's more," she added triumphantly, "although my half-crown is lying there now he won't believe me?"

"Now, John, what is it?" inquired the trader of his clerk when he reached the desk.

"The lady gave me a two-shilling piece, sir, and wants change for half-a-crown, and declares that this half-crown which was lying here when I came into the desk is hers!"

"If she says it's hers let her have it!" and taking back the small article she had purchased the trader gave her the half-crown in question, pushing the rejected change into the till.

"I'm sure she never tendered that coin!" said the clerk, after the woman had bounced triumphantly out of the shop.

"I know that," replied the proprietor. "It was a bad one, which I found in the till this morning and intended to destroy, but as she was certain it was hers, well, we could only give it up!"

**The Colonial  
Bleaching and Printing Co.  
Limited**

**MONTREAL**

**SPRING PATTERNS**

**Now Ready**

**NEW COLORINGS AND DESIGNS**

# Fully Prepared

## FOR FALL OPENINGS

Buyers will find our line complete  
in every Department. . . .

Our entire staff of Travellers  
will be Home to Welcome you.



Costumes—\$5 to \$35.

50 DESIGNS.



**BLOUSE WAISTS.**

100 DESIGNS.

\$12 to \$96 dozen.



Wrappers—\$12 to \$36.

25 DESIGNS.

—MADE—  
IN ALL THE FASHIONABLE CLOTHS.

# BOULTER & STEWART,

13 Front St. West,  
—Toronto.



## DRESS FABRICS.

THE past month in dress goods has not been exclusively devoted to active preparation for Fall. The Summer trade has held up remarkably well under the excessive hot weather and by this time stocks are well cleared out of both wholesale and retail hands. In fact, the market is almost entirely bare of all classes of Summer goods, muslins, lawns, dimities, batistes, while wholesalers say they never carried over such small stocks of prints and gingham. All through the month retailers have been sending in small sorting orders which aggregated a pleasing total.

Next Spring's trade certainly commences under the most favorable auspices, and what with improved processes and more popular productions, our cotton mills can calculate upon a heavy demand.

The trade of the past six months has shown conclusively that the consuming public appreciates high-class cotton dress goods. Of one thing, however, the manufacturers and wholesalers must take care, and that is, not to force sales of cottons by low prices. Give the people the goods they want in stylish form and the price will be forthcoming. Imitate higher-priced goods and the cost will also be imitated. Hereafter, retailers will not be afraid to handle the best cotton fabrics on sale.

But now the Fall trade is uppermost in the minds of the dress goods men. While shipments are very heavy, there is little new to report in styles. Our forecasts of fashionable goods have been well borne out and the demand is confined solely to piece-dyed goods. The range of colors is as yet a wide one. Black is stronger than ever, both in plain materials and small fancy weaves, such as seed effects, camel's hair, and oatmeal effects. In fancy colors, old rose is picked as a winner just now, while reseda greens and browns are good property, and slates, browns and drabs are as strong as ever. There is said to be a slight feeling for reds; this is noticeable more particularly in the Province of Quebec.

Cloths are undoubtedly in first place. Amazons, satin cloths, cashmeres, serges, in cheviot and seaside makes, venetians, cheviots, homespun, friezes and coverts cover the range of demand rather thoroughly. Of course, the cloth effects will be employed in building up tailor-made suits, composed of a skirt and bolero. The lighter-weight materials, among which will be prunellas and soleils, will often be seen in costume, bodice and skirt. Retailers can feel quite safe in ordering according to this list. Moreover, they should lay in a good stock for the opening trade, for prices are firm, and goods are not likely to be any more plentiful than they were last Spring.

During the month French flannels, with their domestic imitations, have developed further strength. These are likely to furnish one of the most popular lines this fall. Retailers will find them a pleasant line to handle.

Velvets and velveteens are of no small account in Fall orders. Many a merchant is pushing them for whole costumes, while the majority are content to consider them a leading dress trimming. Certain it is that they will not be dead stock this Fall. Wholesalers have already repeated orders two and three times.

### CHATS WITH THE TRADE.

For a special line Kyle, Cheesbrough & Co.'s special cheviot, 40 inches wide, to retail at 35 cents a yard, is one of the best things on the market to-day. Mr. Kyle says it is the best value he has handled in his long experience. It is to be secured in all the leading shades. Their other special, the 65-cent elastic poplin, is also selling to every customer.

S. Greenshields, Son & Co., have the usual number of jobs of Fall prints, in case lots, to offer during the coming month. They are determined that they shall not lose the reputation they have established for cotton values. Their job lines of ducks, navy or indigo, are features. They have a complete range of linings at prices that compare with any in the Dominion.

Velvet shawls in greys and browns will be in good demand for Fall. Wyld-Darling are doing well on some special values in them, and also in knit shawls in various colors and prices. Velveteens are going well. A special line in black and colored taffeta silk to retail at 75c. and one in tamaline to retail at 50c. are being picked up rapidly. Cheviots, venetians and homespun are good property. C78 and C79 in cashmeres are two lines that are doing well.

The season has developed, as was anticipated, more strongly than ever into a plain one, as far as colored dress material is concerned. The only new feature is the increased proportion of high-priced goods that are in demand. The W. R. Brock Co., Toronto, have been busy looking out and laying aside their orders so as to have stock in the best possible condition during the millinery openings and Exhibition. They report good business in velours, satin cloths, sedans, venetians, ladies' cloths, boxcloths, poplins, friezes and homespun. There is also the usual trade in staple lines, such as serges, cashmeres, etc.

In black dress goods (the same house report) a falling off took place for a time in fancies. But these have again revived and sell freely. There has been cautious buying all round on them, and the new designs now in demand may soon be scarce. This house claim to have the largest range of tartans, plaids and shepherd checks, an assortment of new patterns being shown to retail at 25, 35, 50, 75c., \$1, \$1.25, \$1.50 and \$2 per yard. Their "Victorian" velveteens (all qualities in black in stock) include two numbers in colors, fully assorted, of special finish and value. A few special numbers in silk will interest buyers: O111 black taffeta (all silk) retails at 50c.; O118, black jubilee peau de soie, is made by C. J. Bounet & Cie, of Lyons.

John Macdonald & Co. confirm previous reports regarding plain fabrics, as also serges, cheviots, etc. For millinery openings such lines as ribbons (plain black satin and satin back), new shipments of Valenciennes laces, all widths from ½ in. to 4 in., velveteens, "Imperial" brand, and black silk velvets, etc., are noted. A notable thing is a black taffeta silk, guaranteed, with the guarantee woven on the selvedge of every piece and retailing at popular prices. It will look well on the counter.

The ready-made sections of dress goods departments are developing. The W. R. Brock Co., Toronto, are showing DFI, an all-wool black cheviot overskirt, new circular shape, full size, a "cracker," to retail at \$3. John Macdonald & Co. show several numbers of interest to out-of-town trade: 411, mixture cloth, flared, lined throughout and well finished; 412, mixture cloth, flare and flounce, stitched, velvet band, in good shadings; 413, plain mixture cloth, flare and flounce, strap seamed and stitched; 816, fancy figured lustre, lined and velvet bound.

# Reliable Silk Waists.



**American Silk Waist Mfg. Co.**  
**MONTREAL.**



Now is the time to sort up your stock and be ready for Fall Business.



"Ever-Ready"  
"Pre-Eminent"  
If you buy "All-Right"  
"Alpha"

## Dress Stays

you will make no mistake.

SIZES—6 in., 7 in., 8 in., 9 in. and SETS No. 1. 4/6, 2/7, 2/8, 1/9.  
No. 2. 4/6, 4/7, 1/8.

Mail Orders carefully attended to.

A Post Card will bring you samples and prices.

**F. L. COPELAND & CO.**

Successors to

**THE EVER-READY DRESS STAY CO., Limited, WINDSOR, ONT.**

## The Anglo-Scotian Mills

LIMITED

Manufacturers of

### LACE CURTAINS

Single and Double Borders.

**HOSIERY.** Silk and Cashmere.

**SHAWLS.** Silk and Wool.

ALL the goods we sell are **MADE** and **FINISHED** in our own factories

AT

*Beeston and Chilwell* } *Notts, England.*

Canadian Representative:

**R. MACRAE**

207 MCKINNON BUILDING  
TORONTO



## K. Ishikawa & Co.

Main Office :

Yokohama.

Japan.

Canadian Office :

24 Wellington St. W.,

TORONTO.



# FALL MILLINERY OPENINGS

Toronto--Monday, Sept. 2. } ❁❁

Montreal--Tuesday, Sept. 3.



OUR TORONTO WAREHOUSE

## S. F. MCKINNON & Co., LIMITED

TORONTO AND MONTREAL.

# Canadian Millinery Review.

Autumn Season, 1901.

## The Millinery Openings.



THE Canadian Millinery Openings for Autumn, 1901, are due the first week in September. Early buyers may visit the market a trifle earlier, and most wholesale houses will be found ready for them.

One thing is noticeable about Canadian millinery importers as season succeeds season, that is, the way the trade has adapted itself to the wants of the Canadian market.

They keep constantly in touch with Europe and New York, and their semi-annual showings to the retail trade are year by year becoming more popular and more largely attended. This is not a mere puff, but a sober fact which keen buyers are fully recognizing. In trimmed millinery the most artistic creations are now seen in the showrooms, and as to materials there is now imported into Canada every novelty which is seen in New York, London or Paris—that is, provided it suits this market. Some of the ultra-fashions in these world centres could not be handled to advantage here, and that is why buying at wholesale points in Canada has become a safe venture.

In a number of chats with leading buyers THE REVIEW representatives have secured an idea of what may be seen in the showrooms at the approaching openings. These will be read with profit and interest. A glance at them before the buyer leaves for the markets is not time thrown away. Hats, as will be seen, are still of the large variety. They are expensively and, in many cases, uniquely trimmed. The use of birds, breasts and wings, is a leading feature. There is a wonderful array of ideas in this department. Feathers are apparently all the go, and whether hats almost entirely of feathers will spread here remains to be seen. They are counted upon in larger centres. Ready-to-wear hats will sell well.

It is a velvet season, the buyers agree, and this material will enter into many millinery creations. There are beautiful goods to be seen in this line. Ornaments are stylish and

expensive and a decided feature of the season, metal buckles, etc., being the vogue.

Flowers will be worn, but to what extent will be determined. The use of laces will be general, and this is so marked a feature that little need be added to what the buyers say.

As to colors, there is a variety of choice. As far as one can see, one or two colors do not rule, but a number of them are likely to be found in the first class.

## Prepared for a Big Opening.

S. F. McKinnon & Co., Limited, have placed the dates of their openings at Toronto for Monday, September 2, and in Montreal Tuesday, September 3. The travellers have completed their trips, and report a most healthy outlook for a good season's business. The orders received by their representatives on the placing trip have surpassed any previous Fall season. All through the warehouse Fall goods are being received, and many hands are busy laying out orders and preparing them for shipment to all parts of the Dominion.

Miss Braddon, who has charge of the trimmed millinery department, is getting everything ready to accommodate the army of milliners who will make S. F. McKinnon & Co., Limited, their headquarters while in this city previous to and during the millinery openings. Half of one flat is used as a trimming room, and the young ladies have indeed comfortable quarters in which to receive ideas for the coming season. The stock is well forward and by August 20 early buyers will find everything ready for them.

For months past Mr. Piton, the resident European buyer, has been searching the home and continental markets for novelties for the coming season, and, judging from the goods already received, his search has not been in vain. Although the stock is only partially to hand at the date of writing, it argues well for what is to follow, and the firm are confident that their patrons will be more than satisfied with their showing for the Fall season.

Ready-to-wear hats promise to be a prominent feature during the early Fall, and some elegant creations are shown. Pearl and castor appear to be the favorite colors in ready-to-wear goods.

There is not the slightest doubt but that it will be a large velvet season, soft shades largely predominating, with fawn, castor, pearl and reseda leading.

Birds and breasts will certainly play a prominent part in hat garniture this Fall, and, judging from appearances, S. F. McKinnon & Co., Limited, have made ample provision for





Specimens of New Millinery Styles.—Prepared for The Dry Goods Review.

the demand that is sure to come. Buckles and ornaments will abound. This firm have had a large turnover in these goods, and are certainly showing some extra values and most excellent designs. For the past few seasons special attention has been paid to the lace department, which is under the supervision of Mr. Alfred Reeve. It has grown to large proportions. This is not surprising in view of the complete assortment they carry, embracing goods of the most exclusive character, as well as the less expensive lines. Embroideries and lace curtains belong to this department, and from the orders booked the qualities and values must be right.

One of the busiest departments is the factory where they are turning out orders of ladies' jackets, costumes and skirts. They have lately visited New York and picked up some ideas that will be shown to buyers previous to and during the opening.

A Fall and Winter catalogue is being prepared in this department, and will be mailed to the trade by August 28th. S. F. McKinnon & Co., Limited, are certain of a good season's business both for retail and wholesale merchants, in view of the favorable reports from almost every section of the country.

## Chat with a Buyer from Europe.

Mr. Stone, the buyer for Thomas May & Co., who lives most of the time on the Parisian and other European markets, was in Montreal for a few days during the past week, and was kind enough to give us his latest ideas in regard to Fall millinery. They are a fair index of what his firm, the oldest in the business in Canada, will show a few weeks hence.

Late last Fall there was a noticeable and distinct tendency towards myrtle and bronze greens. This has recently developed in Paris, as green is a color that harmonizes well with the many natural feathers, wings and birds that are most prominent in Fall styles. While this will be the leading color early in the season, he looks upon beiges, browns, and such staple shade to be the greatest sellers. Turquoise is still a first-class color in Paris and cardinal will be worn without question.

The variety of natural feathers is wonderfully beautiful and surpasses anything heretofore shown. A special feature over there is large hats made entirely of tiny natural feathers; in fact, they are one of the attractions of the season. The leading feather is ostrich, while among the birds used are parrots, merles, gulls and kingfishers. All colors and all forms. A large quantity of velvet is to be used, trimmed with fancy feathers, and the majority of fancy feathers are breast effects. Ostrich flats and feathers will be used for the Gainsboro' and its modifications and on all large picture hats. The large purchases of these feathers made by the New York market have advanced prices materially in Europe.

Some of the prettiest French millinery is made from felt materials and plates, many being embroidered with chenille. The latter article is to be found on nearly all millinery this season.

A distinct novelty is tulle marble, a mixture of floss silk, tulle and felt, giving a marble appearance in various colors. This is something entirely new and will certainly be immensely popular.

A good trimming is twists and bows of cameleon and plain ribbon of wide width which will be extensively employed. Embroidering on felt is another noticeable feature.

As for shapes, several hints have been thrown out. The size will certainly be large. Moreover, the crowns are still flat, with often a bird with spreading wings making an entire covering. Thus, while the crown is flat, the hat is prominent all over the head. The face remains well covered as last year.

Thomas May & Company have moved their Toronto branch to 52 Wellington Street West, and during the openings all milliners will be at liberty to inspect the beautiful range of Fall goods outlined in our review, either in Toronto or Montreal. This firm feel that they were never in a better position in their long career to please their customers; they are certainly very enthusiastic over Fall millinery.

The openings of Thomas May & Co., Montreal, will be held September 3 and 4.

# Wholesale Millinery

Sept. }  
2nd }

We have decided to hold our

**FALL OPENING**

week commencing

**SEPT. 2nd.**

The magnificence of our Display in Trimmed Goods—all lines—will be in keeping with the leading position we hold in the Trade.

We extend a cordial invitation to the Trade of Canada.

**THE D. McCALL CO., Limited**



## Smart and Swift

OUR OUTING AND WALKING HATS ARE NOTED FOR . . . THEIR "SMART" APPEARANCE AND "SWIFT" SELLING QUALITIES \* \* ALL UP-TO-DATE BUYERS WILL TELL YOU SO.

o o o o

**CAVERHILL  
& KISSOCK**

Montreal. Toronto. Ottawa. Quebec.





No. 1—Turban—Shown by Caverhill & Kissock—Made of golden brown velvet and all-round breast, trimmed with steel and gun-metal ornaments.



No. 2—Duchess of Devonshire Hat—Shown by Caverhill & Kissock—Plain black velvet hat bearing two 30-inch feathers. Finished on the right side with a large bunch of soft satin ribbon with steel ornament.



No. 3—Trianon—Shown by Caverhill & Kissock—A toque made of brick and ciel heavy broche nicely draped and finished off with an ornament in the back. Handsome wing to match. Also trimmed with two shades of ribbon same shades as broche.

## A Leading Firm's Report.

Messrs. Caverhill & Kissock are making extensive preparations to display a grand range of millinery for Fall, and anyone who intends to visit their openings in Montreal on September 3, 4 and 5, or Toronto September 2, or Ottawa or Quebec the following week, may be prepared to see the best and latest that the world's millinery markets afford. Their designers and buyers were never better satisfied with the results of their preparatory work. Their buyer is still in Paris sending over the latest ideas.

At present the tendency in styles is towards the Gainsboro' effect, Spanish turbans with some short-back shapes. Hats this year will be large, whether the Gainsboro', turban or toque. The crowns will still be mainly flat, and there will still appear that tendency to bring the hat well over the face.

The most popular materials to be employed in the make-up are velvet plain and velvet panne. The latter is a rich material that will provide a handsome groundwork for a stylish hat. On the whole velvet will be one of the most prominent features of Fall creations. Cameleon ribbons are coming to the fore in a decided fashion.

Next in popularity is feathers. Ostrich feathers are raging, but they must be long, from 18 to 24 inches. Cheaper substitutive goods are long quills. But all sorts of breasts and full birds are good; in fact, feathers of every description are good property.

As for colors this firm bank on pearl, steel and all shades of castors as well as nutrias. They are also showing some olive green which appears to be gaining strength in Paris.

Ornaments are immensely popular, to add brightness to richness. Steel and gun-metal ornaments, cabochons, and to a more limited extent, diamonds (so called), will all be worn very extensively. Buckles of every description, generally

plain, are prominent. Sequin trimmings are as popular as ever.

The accompanying cuts, showing late creations in Caverhill & Kissock's range, so far as it has already been prepared, are but a feeble indication of the wealth of beauty to be shown their visitors during "show-week."

## Fall Mantles and Suits.

There has been some dispute about the length of mantle to be worn this Fall, but the trade seems to have arrived at the decision that the long 36 to 56 inch style is the proper article. Thomas May & Co. have advertised themselves well by pushing the long lengths from the beginning of the Fall campaign.

The darker colors will be the most popular, including blacks, navies and greys. As for shapes, the Newmarket will be a strong feature. This coat is full length, generally with a pretty cape effect, and of a smart appearance. For the shorter 36 inch coat, one of the leaders will be the abbreviated Newmarket, the Louis VI. The bell sleeve in these coats is a feature to be noted. Along with the Newmarket style is the looser semi-tight coat, coming in various styles. Thomas May & Co. are showing one very pretty coat, strapped and corded, with a high collar, a creation beautiful enough to dazzle any lady's eye.

In suits, the fashion tends also to dark colors. The Eton style is still predominant, from the cheapest to the most expensive suits. One of the features of the Fall range of Thomas May & Co.'s suits is the velvet costumes, both plain and corded. They are certainly striking, and ought to appeal strongly to the high-class trade, turned out as they are by the best of designers and tailors. The skirt is flared, and trimmed with fancy braid flounces and satin and plain braid trimmings. Other skirts and jackets are trimmed with tucking and satin cloth trimmings. The cloths employed in Fall costumes are tweeds, cheviots, and similar smooth-faced cloths.

THE  
**JOHN D. IVEY CO.**  
LIMITED

INVITE YOU TO THEIR  
**Fall Opening**



*Returned to  
Apt 100 Bms  
178-01 see car  
book 3 page 84*

MONDAY  
and TUESDAY

**Sept. 2<sup>nd</sup> and 3<sup>rd</sup>**

NEW NOVELTIES IN EVERY DEPARTMENT.

**READY FOR EVERY BUYER AUGUST 19th.**





Fall Millinery—The John D. Ivey Co., Limited.



Fall Millinery—The John D. Ivey Co., Limited.

## What Buyers May Expect.

In talking with the buyers for the John D. Ivey Company regarding the coming season, some practical information was forthcoming. The firm have a reputation as producers of the best millinery styles, and their knowledge of the markets is close and accurate.

The large hats continue to be decidedly of the picture hat order. The leading shapes, however, for Autumn promise to be round hats of medium size and turbans. Some handsome designs are being prepared to delight the eyes of buyers, and one or two illustrations, appearing in this issue, are but a glimpse of what will be seen later.

The coming season shows a tendency to be lighter in materials, but not as far as colors are concerned. The leading colors are black, chestnut brown, beaver, castor, with a strong feeling for green shades. To give the finishing touches to hats, light pinks, ciel, turquoise and petunial shades will be used.

The lighter tendency in materials is due to the fact that so much tulle, chiffon, and net will be combined with the velvet. It is a velvet season, and many pretty combination effects are shown. A new material is marbled tulle, a two-toned effect on tulle. Marbled felts are also used, the felt as a background. Hand-painted felt draperies will be employed with fur combinations. Mink crowns and bandeaux are as strong as ever.

The use of feathers, wings, breasts, etc., is a noticeable feature. Some of these are very handsome. Pheasant feather bandeaux are fashionable, also feather plaques. One pattern is a fawn heron plaque with the wings of the bird used on the plaque as ornamentation. White doves are strong. A breast

is shown with appliqued humming birds. Many ostrich feathers will be worn, and the long fine variety are in favor. Feather pom-poms are heavier in outline than last season. Camel's hair plaques are a high-class novelty.

As to flowers, unmounted roses and poppies of the giant effect are used.

Real laces of every imaginable make are shown. They are used from the very small crown pieces to deep flouncing lace.

Sequin trimmings are much in evidence. Gilt, both alone and mixed with sequin, is a popular combination with velvets. A novelty is cretonne passamenterie with gold edging. Steel and chenille embroideries are in vogue. The newest make of shoe-lace braid, with a fine cord on the edge, makes a pretty underfacing for hats.

Wide ribbons are used, either satin or silk, especially in the soft makes. These are used in two or three shades of the same color.

The newest buckles are gun-metal and jewels, both oblong and cabouchin effects.

## An Insight Into Styles.

Hats and toques, as shown this season, are all on the large order. The prevailing low and flat style of trimming of the past season is still to continue, and, as long palms, breasts, and gilt effects, as also  $\frac{3}{4}$  flats, of which so many are being shown and sold, lend themselves to this style of trimming, it will doubtless be again the most popular for the Fall season of 1901. So say D. McCall & Co., Limited's buyers.

In materials for making up the most favored are velvets, satin soliel, felt cloth, wide chenille, and sequin and chenille.





**No. 101/2** -Very stylish for a matron or for black and mourning uses. Also good in brown, navy, grey and fawn. Makes a great seller at \$3.00 to \$4.00. Made of deep tucked puff shirring of Liberty Silk. Velvet crown.



**No. 100** -This hat sells itself. The only attendant needed is someone to take the money.

## The Knox Mfg. Co.

48 and 50 WELLINGTON ST. EAST

Toronto.

**No. 136** -This hat is a great seller. Figure also illustrates our Millinery and Dress trimming, Velours De Soie Plisse, which is pronounced by the best critics as the trimming of the year. A perfect blend of silk and velvet, crimped and shirred. You cannot afford to pass this. Write at once for a sample end of 3 yards. Comes in any color, or any two colors, such as black and white, green and brown, cardinal and black, etc.

Canada's Largest  
and Leading  
Headwear House.

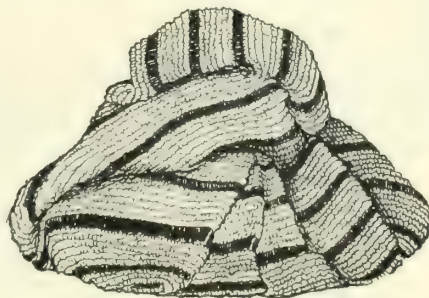
Everything in  
Misses', Children's  
and Ladies'  
Ready-to-Wear  
Hats. —

The only trace of cheapness about our lines is the PRICE.  
If you are not coming to the Openings drop us a line for a  
Sample Dozen of our best sellers.

IF IN THE CITY DON'T FAIL TO SEE OUR SILK  
PLUMES, NEWER AND MORE BEAUTIFUL  
THAN OSTRICH, AT ONE-FIFTH THE PRICE.



**No. 993** -Child's Cord Silk Bonnet. Real Nutra trimming—a great seller for good trade in this line. We show hundreds of others to sell from 25c. to \$5.00.



**Velours De Soie Plisse**—The most beautiful millinery and dress trimming of the year. Full figure illustrates front, sleeves and hat, all made from this material. We regret the illustration gives so faint an idea of its beauty. Write for sample ends of three yards each. Comes in any one or two colors.



**No. 313** -Child's Velvet Cord Bonnet trimmed with velvet ribbon bow and silk ties. To retail at \$1.50 to \$2.00



# Millinery Opening



**THOS. MAY & CO., 196 MCGILL STREET, MONTREAL.**

**SEPTEMBER 2, 3, 4.**

We will have a handsome display of French and New York Pattern Bonnets; also all the latest creations in

## **Mantles, Costumes and Skirts.**

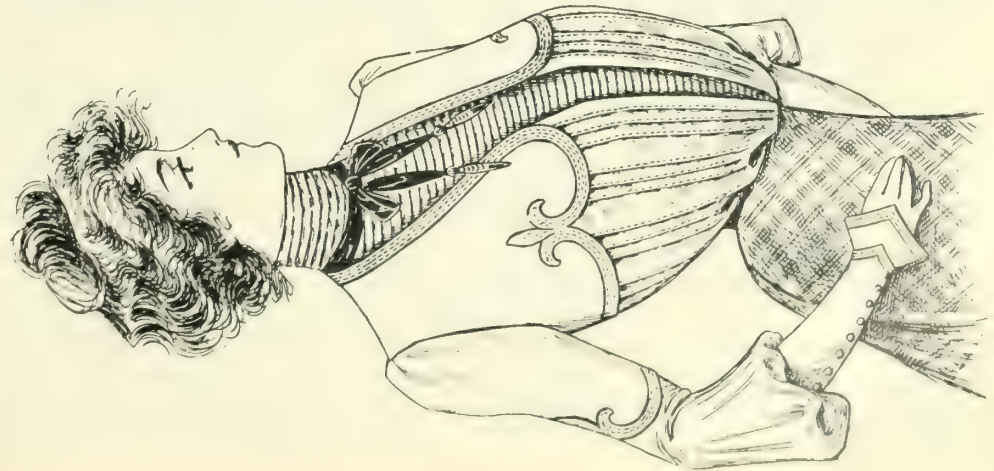
Our Toronto Opening will take place on the same dates in our new premises, 52 WELLINGTON STREET WEST, where our western friends will find us thoroughly prepared for business after August 1st.

# BLOUSES

## WAISTS

(Silk, Flannel, etc.)

The most stylish creations.



**The Manhattan Silk Waist Co.,** with superior workmanship, manufactures only the most elegant blouses and waists, in medium and superior qualities, exclusive styles by a New York designer.

## Manhattan Silk Waist Co.

**Thomas May & Co.**

General Selling  
Agents

—Montreal.

# Ladies' Ready-to-Wear Garments

TAILOR-MADE

FALL 1901

## Ladies' Long Mantles

*Both cuts in  
made of pie  
30-8-01*

Dark Colors.

## Fashionable Colors

Blacks, Greys, and Blues.

## Ladies' Costumes

Plain and Corded Velvet (Corduroy)

Our Mantle, Cape and Costume Manufactory, situated at 444 St James Street, produces only the finest tailor-made ladies' costumes, by the most skilful workmanship. The productions conform to the very latest Parisian and American styles. The cut is perfect.

**THE BEST TO BE HAD.**

**Thomas May  
& Co.**

MONTREAL.





**MILLINERY—Continued.**

In the latter the most popular widths are from the galoon of 3-inch to the all-over of 18 inches wide.

Felts and velvets will be largely used in combination.

Amongst the novelties shown is a felt cloth called mirage (or cloudy felt), which comes in combination of colors and should be especially good for the making up of toques.

Plain felt and camel hair plaques will also be largely used for this purpose. For fancy crowns the variety is very large, a few hints of which are as follows: Plain chenille, sequin, sequin and chenille, taffeta embroidered, cashmere, felt and chenille, velvet embroidered, and feather crowns. And as all the above lines are also shown in 18-inch materials there need be no lack of variety in the made-up millinery of the coming season.

Large birds, forming whole crowns, will also be much favored — such as seagulls, pigeons, parrots and birds of paradise. Also large wings which are being used in the same way, principally in greys, whites and blacks.

The sale of black ostrich tips and  $\frac{3}{4}$  flats will also be big, especially in the better grades, and owing to the demand for these goods prices have advanced 30 to 40 per cent.

All orders being placed for these lines before the advance, customers can depend on getting values right.

In ribbons, the most popular lines will be velvet and satin in all widths, wide satin liberty, taffetas and polka dots.

In ornaments, which will be largely used, the most popular lines will be, buckles, fronts and large cabachons. In these some extreme novelties are being shown in dull gold, oxydized and gun metal with rhinestone setting.

Roses are being considerably used. Outside of this there will not be much demand for flowers for Fall.

Feather hats will be a feature of the season, and will doubtless command a good share of the season's trade.

For colors, the leaders will be: Fawn, beige, castors, argent, nickel (grey tones) tabac, marrow, coquelicot, cardl; and for light tones, light electric blue and eurydice (light old rose shade).

Parisians are also selling emerald and moss greens, and these shades will no doubt be revived. For combinations, the leaders will be black and white, black and steel, and black and gold.

## A Toronto Opening.

Among the many pretty millinery openings to be held in Toronto at Exhibition time that of The Knox Manufacturing Co. at 48 and 50 Wellington street east will be found highly attractive to those who are interested in handsome headwear. A glance at their advertisement in this issue will show a number of new and fashionable styles which they are exhibiting and which will, doubtless, become very popular this season.

The Knox Co., during the time they have been in business, by their enterprise, constant attention to the demands of changing fashion, a reputation for first-class goods at reasonable prices and courteous business methods, have succeeded in building up a largely increasing trade. They have provided for this by nearly trebling their space, and now employ in the neighborhood of 100 hands. Visitors to the city will be welcome to call at their showrooms during their opening, while those who cannot do so will receive equally prompt attention through the mail-order department or through their travellers.

## The London Fall Styles.

*New Effects in Autumn Felt Hats — Shapes of Ready-Trimmed Hats — Trimmings Employed — Various Shades of Brown in Vogue — Ostrich Feathers, Wing Mounts, Quills, Button Shape Ornaments, etc. — The Chain Fad Continues.*

From Our Special Correspondent.

London, July 25, 1901.

IT is possibly in the millinery departments that the earliest indications of new season's styles may be noted and most certainly there is no department more interesting at any period.

In the London West End trade just now the brilliant hot weather makes the run on late Summer trimmed styles, Panama hats for the river and country, something that the trade can hardly grapple with. Indeed, the demand for the better class Panamas has completely exhausted the supplies which were in stock.

However, attention is already turned to the needs of the Autumn and travelling season, and some few of the exclusive hatting houses in Bond street and Piccadilly show now smartly blocked rough and soft-finished felts, frieze and mixture hats, while the city houses make full shows that embrace many new ideas in this special department.

### AUTUMN NOVELTIES IN LONDON.

The great notion seems to be tucking and stitching. For instance, in the Fall collection at Messrs. Vyse, Sons & Co., Limited, I noted several variations of the tucked crown, in light "Castor," "Havane," "Tabac" and string-colored soft-finished boat and Amazone felts. One of the best ideas was where three tucks crossed over a soft crown grey felt from left to right and were crossed by similar lines of tucking from front to back.

Other good styles showed "bolero" shaped light fawn, brown, or castor felts stitched through the brim in close lines of white or self colors, so that the chain stitch formed a pretty finish on the under and up-curved brim. Velvet, terry, and corded silk ribbons are used to band around these hats, with full rosettes and choux on the left side—having a smart finish provided by one or two (as preferred) fawn and brown, or dark couteaux.

### COLORS OF THE NEW FELTS.

Many of the new felts show ridge effects, by stitching narrow tucks to stand upwards. The colors run this season by the felt manufacturers are: Navy, red, myrtle, brown, cuba, fawn, beaver, string, nickel, grey, and white, wedgewood. In mixtures, black, myrtle, light grey, steel, fawn, navy, brown and cuba are all good.

Frieze mixtures are particularly good. The run is on beize, steel, sky, wedgewood, cardinal and coquelicot. Wedgewood is much liked and principally for children's hats with wide brims.

Ready-trimmed hats are either of the boat shape in improved forms, or round turbans. The preferred trimming for the latter is across the front, where a knot of soft draping silk hides the stem of a fancy feather mount which curves around the left side.

Some camel hair felts, in white, string, beize and castor shades, are large well-fitting boat shapes. In several of these the upturned brim is finished with a deep set furrow (done by tying in sharply with string when blocking) and this serves to hold a narrow silk cord in same tone as the hat. Children's hats run on lighter colors, and, in addition to wedgewood, previously mentioned, the range of frieze or camel hair girls'

Our importations for this season surpass all former assortments.



Veilings

Galoons

All-Over Laces

Velvet Ribbons

(Silk Embroidered Chiffon  
Velvet Spotted Chiffon  
Hairline Stripes  
Alencon Nets  
Magpie Effects, etc.)

(Chantilly Wavy Galoons  
Escorial Galoons  
Guipure Galoons  
Arabe Galoons)

(Black Silk Caudry  
Chantilly  
Escorial  
Plauen Guipure  
Arabe  
Embroidered Chiffon)

(Satin Back—all widths  
Linen Back—all widths  
Cotton Back—all widths)

Velveteens and Silk Velvets.  
Valenciennes Laces and Footings.

Special Display August 26 and following days.

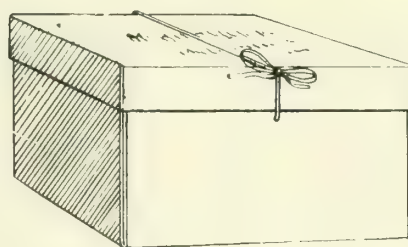
LINES COMPLETE NOW.

CANADA VEILING CO., 50 Bay Street, Toronto

This Represents our New Patent

## MILLINERY BOX

SET UP IN USE.



It is a folding or knock-down box, and, as it is supplied in the flat, it can be shipped to any part of the country at light expense. In the flat these boxes occupy very little room.

This box should interest all milliners, and particularly those in towns and cities where no box factory is located.

Have your buyer call in and see them when in Toronto, or write us for particulars.

We also manufacture the finest line of patent knock-down boxes for costumes, skirts, blouses, etc., for the retail dry goods trade, and overcoat, suit and pant boxes for tailors' use. Every retail merchant should use these boxes.

**DOMINION PAPER BOX CO.,**

Patentees and Manufacturers,

38 and 40 Adelaide Street West, - TORONTO.

# SMITH, WHYTE & RUNCIMAN

(LATE BLOCK & CO.)

## First Announcement to the Millinery Trade of Canada:

*We take this, the first, opportunity of informing the Retail Millinery and Fancy Dry Goods Trades that we have acquired the stock and business interests of the late firm of Block & Co.*

*Our First Regular Opening and Millinery Display takes place on*

**SEPTEMBER 2nd** and following days.

*When we will show the Latest Styles in Parisian and New York Pattern Hats and Novelties.*

A SHARE OF YOUR PATRONAGE IS SOLICITED.

**9 and 11 Wellington Street East, TORONTO**



**MILLINERY—Continued.**

hats includes reseda, coral, cream, tan and beaver. Soft terry silks or ribbons are most used to trim these.

**OUTLOOK FOR BROWN SHADES.**

It would seem from all indications that various shades of light brown will rule both for millinery and costumes. Indeed, anything in brown that can be included in fur shades will be used. The leading browns will, however, be light and dark castor tones, and are known as "Zibeline," "Vantour" and "Castor." To serve as admirable contrasts, where a light touch of color is needed, three deep orange tones, "Liave," "Otero" "Nivarna" are provided. Other light browns to be used are included in a range whose names are significant of their tones: "Manille," a creamy tint, to "Philippine," a biscuit tone, to "Havre," "Tabac" and "Marron," a dark tobacco-brown, all of which will be favored in the feeling for fur colors. For contrasts are provided bright peacock blues, "La Vienne" and "Auragan" with a charming turquoise, "Astarte." Rose shades, from pale "Rose," "Hortensia," "Azalee," "Cyclamen," to a rich deep damask, "Frambois," promise well, and will be pronounced favorites in combinations of three shades.

**OSTRICH FEATHERS A FEATURE.**

That ostrich feathers are to be prominent features in millinery trimming in the early Autumn and late Summer season is conceded by the London and Paris authorities. The popularity of the various types of picture hats will help to maintain their supremacy in the world of fashion, as it favors the "Cavalier" hat of the Louis XV. in Paris, or the often misnamed "Gainsborough" in London, where, too, the picturesque "Nell Gwynne" with its becoming plumes is the favored choice of the fashionable bridesmaid. The majority of the ostrich plumes used on recent Paris models are very long and full, some sufficing to almost completely encircle the wide brim, from left to right, so that the tip depends from the back to drop over the coiffure in a very becoming fashion.

**ORNAMENTS, ETC., FOR FALL MILLINERY.**

In the fancy feather departments many forms of wings and breast mounts are found, but the principal feeling is for white, cream and biscuit shades in padded effects, finished with swan feathers. A good deal of pheasant fancies are to be noted, and light brown and green are the preferred shades, alone or in mixtures. There is an immense demand for large cotueaux and fancy quills. The Autumn ready-to-wear hats show these as the prominent note in their trimming, and mostly in light brown and fawn natural shadings.

Ornaments are of the cabochon or large button shape, and a good deal of gilt open work for these and lozenze shaped slides is noticeable.

In the fancy napery departments, there is a great trade done in long bead and stone fancy neck and muff chains, and the odder the effect gained by mixtures of brightly-colored beads and stones the greater the success. Fancy departments are now giving their attention to the Christmas novelties shown by the crowd of foreign agents arriving at this time, and in my next letter I hope to give full details of the latest ideas in these interesting lines.

A. MEEHAN.

**A New Millinery Box.**

The difficulty and expense connected with the shipping of boxes for millinery purposes is overcome by a new box designed by the Dominion Paper Box Co. These are patent-folding boxes, strong and neat-looking when made up, and

perfectly flat when unfolded, so that a large number of boxes would occupy very little space when shipping; and, therefore, the freight rates would be much less—about one-fifth of what it would be for the ordinary box. These boxes are destined to take the place of the best class of ordinary made-up millinery boxes. They are cheaper than the latter, and are fully as cheap as the inferior boxes that are handled by large concerns. They are also being made up in shapes suitable for skirts and blouses and for tailors' use in sending out overcoats, suits, trousers, etc. These boxes are comparatively new to the millinery, dry goods and tailoring trades, but the same principle has been in use in other trades for years, and not a single complaint has been made by those using them. Milliners attending the Toronto openings who call in at the Dominion Paper Box Co.'s offices at 38 Adelaide street west are sure to be delighted with these new boxes.

**New Millinery Firm.**

A business change of considerable interest to the millinery trade took place on the 12th inst., when the firm of Messrs. Smith, Whyte & Runciman acquired the stock of Messrs. Block & Co., 9 and 11 Wellington street east, Toronto. The members of the new firm, consisting of Messrs. H. W. Smith, J. S. Whyte and T. Runciman, are all gentlemen well known and very popular in the millinery trade. Their initial opening will take place on September 2 and following days, when their large and handsome warerooms will be stocked with the latest styles in Parisian and New York pattern hats and novelties. They will be pleased to see all friends and customers.

**FAILURES FOR THREE MONTHS.**

Dunn's Review says: "Canadian returns for the second quarter of 1901 were much more satisfactory than during the preceding three months, both in number and amount of liabilities. Compared with 1900 there was a moderate decrease in the aggregate, due to a difference of \$607,316 in trading defaults, no branch showing an increase of importance, while but three exhibited any advance. Manufacturing lines were also in better condition, but the aggregate in this division was doubled by two large failures of paper mills, which made the total \$471,224 greater than last year."

|                    | No. | 1901.<br>Liabilities. | No. | 1900.<br>Liabilities. | No. | 1899.<br>Liabilities. |
|--------------------|-----|-----------------------|-----|-----------------------|-----|-----------------------|
| Iron.....          | 1   | \$ 57,000             | 2   | \$ 15,300             | 1   | \$ 75,000             |
| Tools.....         | 1   | 1,600                 | 4   | 19,371                | 4   | 5,180                 |
| Wool.....          | 3   | 21,500                | ..  | ..                    | 1   | 17,600                |
| Cotton.....        | 1   | 18,740                | ..  | ..                    | ..  | ..                    |
| Wood.....          | 13  | 109,336               | 12  | 56,416                | 6   | 43,300                |
| Clothing.....      | 12  | 110,012               | 10  | 17,337                | 8   | 38,262                |
| Hats.....          | ..  | ..                    | ..  | ..                    | ..  | ..                    |
| Chemicals.....     | 2   | 5,382                 | 2   | 79,360                | 1   | 9,743                 |
| Printing.....      | 2   | 4,700                 | 1   | 1,053                 | 1   | 2,100                 |
| Milling.....       | 3   | 6,000                 | 8   | 24,530                | 6   | 17,289                |
| Leather.....       | 4   | 12,000                | 14  | 287,725               | 5   | 55,500                |
| Liquors.....       | 1   | 3,000                 | 1   | 3,550                 | 2   | 5,100                 |
| Earthenware.....   | ..  | ..                    | 1   | 1,000                 | ..  | ..                    |
| Miscellaneous ..   | 21  | 841,215               | 27  | 213,619               | 17  | 122,416               |
| Mnfg.....          | 64  | \$1,190,485           | 82  | \$ 719,261            | 52  | \$ 301,490            |
| General Stores..   | 56  | 240,532               | 49  | 340,790               | 39  | 155,117               |
| Grocers.....       | 32  | 161,417               | 40  | 256,941               | 35  | 67,741                |
| Hotels.....        | 6   | 16,650                | 7   | 20,735                | 16  | 36,155                |
| Liquors.....       | 3   | 2,900                 | 8   | 12,900                | 8   | 31,764                |
| Clothing.....      | 9   | 44,000                | 22  | 217,271               | 8   | 27,600                |
| Dry Goods.....     | 9   | 153,210               | 20  | 318,624               | 9   | 117,190               |
| Shoes.....         | 13  | 73,440                | 14  | 92,454                | 16  | 82,340                |
| Furniture.....     | 6   | 10,771                | 4   | 10,587                | 2   | 9,000                 |
| Stoves.....        | 10  | 52,246                | 12  | 51,845                | 5   | 63,800                |
| Drugs.....         | 8   | 29,850                | 5   | 8,400                 | 5   | 10,700                |
| Jewelry.....       | 4   | 16,300                | 2   | 6,700                 | 4   | 16,250                |
| Books.....         | 2   | 28,445                | 2   | 66,600                | 8   | 32,366                |
| Caps.....          | 2   | 2,800                 | 2   | 3,000                 | 2   | 3,760                 |
| Miscellaneous...   | 17  | 65,283                | 16  | 98,313                | 13  | 341,356               |
| Trading....        | 177 | \$ 897,844            | 203 | \$1,505,160           | 170 | \$ 995,139            |
| Transporters, etc. | 7   | 108,875               | 9   | 33,580                | 2   | 8,300                 |
| Total.....         | 248 | \$2,197,204           | 294 | \$2,258,001           | 224 | \$1,394,929           |

# Hold Your Quilt Orders

TILL YOU SEE OUR SAMPLES.

We know we are very late with these goods, but accidents will happen; and you will reap the benefit by getting the latest designs and all new goods.

## THE ALASKA FEATHER & DOWN CO.

— Montreal. —

LIMITED.

## FIRST GLIMPSES OF AUTUMN



*Montreal Office  
6-9-01*

That Ostrich Feathers and Velvets will be the predominating feature in the Fall hats is almost certain. Our lines of Ostrich goods, consisting of three-quarter and Amazon plumes, as well as three-in-a-bunch tips, are now ready to be inspected by prospective buyers. We feel confident that we can satisfy your requirements in these goods. Our close relationship with the best and most up-to-date manufacturers affords us the opportunity of offering the trade even better values than ever before. Of course, you are after the latest in these lines—then, wait until you see what we have in store for you. By the time this number is in your hands we will be ready to show samples of Velvets, Paon and Panne Velvets for Fall.

## Caverhill & Kissock

MONTREAL,

TORONTO,

OTTAWA,

QUEBEC.





MONTREAL AND TORONTO, August 10.

AS the season advances and expectations of a good harvest are being realized, trade in staples is improving. Cautious buyers who held off are now placing orders quite up to those of last season. The cotton situation, according to large buyers, is steady. Retail stocks, they claim, are being sold lower in some lines than can be given at the mill to-day. The probability is stocks were heavy, which accounts for some retail orders being held back as long as they have. Unless there is a drop in Canadian cottons, which is not expected, repeat orders will not go in at the old prices. One Canadian mill is putting the English finish on its cottons so as to face competition from that quarter.

There is no change in carpet prices, nor are there likely to be any in the near future.

Linens are firmer in this market.

The Spring lists of Canadian prints have not yet appeared, but probably next month they will be announced. It is reported that large buyers are placing orders with the mills subject to the new schedules of prices.

#### BETTER FEELING IN ENGLISH WOOLLENS.

The tone of the wool market in Bradford is distinctly more cheerful, and the advance in merino wools which was established at the recent series of colonial wool sales in London has enabled holders of combed merino wool tops to advance their prices fully  $\frac{1}{2}$ d. per lb.

Consumers are slow to follow this upward movement, and are trying to continue purchases at old rates, but holders are sufficiently confident to wait rather than force business.

As the present month is always looked upon as a specially quiet one for the fine wool trade, it is quite possible that prices may show little change until we come near to the next series of colonial sales in September.

The coarser classes of colonial crossbred wools, which have been so depressed in the last few months that prices have fallen to an unprecedentedly low level, are also in much better demand. Although up to the present only a fractional advance in price has been obtained, there can be no doubt that this department of the wool market is much more cheerful than it was, and the general feeling is that we are now on the upward grade.—Drapers' Record.

#### PLAIN BRIGHT FABRICS WILL CONTINUE.

The prices of both raw mohair and alpaca are quite steady, and there is a good business doing in fine mohair yarns for dress goods purposes. For some reason the dress trade for the Autumn season has opened out very quietly, and repeat orders have, up to the present, been very scarce. A few soft-handling fabrics are, however, doing fairly well.

The earliest of the fancy dress goods manufacturers are fast completing their ranges for next season, and there is every indication of fine, bright, plain fabrics again being in good demand for the next Spring season, and I hear that some very handsome new fabrics in this way are being produced here.

The makers of fancy silk printed delaines, who have had such a good season this year, are again making extensive preparations for the next Summer, and their collections will, I think, show another distinct advance in both style and colourings on last season's ranges.—Drapers' Record.

#### DRY GOODS THREAD PRICE LIST.

|                                                                                                             |                 |      |      |                |
|-------------------------------------------------------------------------------------------------------------|-----------------|------|------|----------------|
| STANDARD—16-oz. lb. (in red boxes.)—Hanks.                                                                  |                 |      |      |                |
| Genuine, Nos.....                                                                                           | 25              | 30   | 35   | 40             |
| Per lb.....                                                                                                 | \$1 20          | 1 35 | 1 45 | 1 70           |
| A. QUALITY—12-oz. lb. (in boxes)—Hanks. ½-oz. knots.                                                        |                 |      |      |                |
| Genuine, Nos.....                                                                                           | 25              | 30   | 35   | 40             |
| Per lb.....                                                                                                 | \$1 00          | 1 15 | 1 25 | 1 40           |
| BEST "LAGAN" LINEN THREAD—                                                                                  |                 |      |      |                |
| 12-oz. lb. (in boxes)—Hanks. 48 to box.                                                                     |                 |      |      |                |
| Nos.....                                                                                                    | 25              | 30   | 35   | 40             |
| Per box.....                                                                                                | \$0 52          | 0 58 | 0 65 | 0 75           |
| "PASSAIC" LINEN THREAD—8-oz. lb. (in boxes)—Hanks.                                                          |                 |      |      |                |
| Nos.....                                                                                                    | 25              | 30   | 35   |                |
| Per box.....                                                                                                | \$0 32          | 0 35 | 0 40 |                |
| CARPET THREAD—16-oz. (in red boxes)—Hanks.                                                                  |                 |      |      |                |
| 3 Cord drab, green, black, white, brown .....                                                               | \$1 00 per lb.  |      |      |                |
| 3 Cord red .....                                                                                            | 1 05 "          |      |      |                |
| EXTRA STRONG BUTTON THREAD—"Fil au Grand Prix" \$1.20 per box of 48 balls, Nos. 30 and 40, black and drabs. |                 |      |      |                |
| WHITE LINEN FLOSS.                                                                                          |                 |      |      |                |
| 1*, 2*, 3*, 4*, 72 knots to box, or assorted 1 to 4.....                                                    | \$1 05 per box  |      |      |                |
| LINEN THREAD ON SPOOLS.                                                                                     |                 |      |      |                |
| Black, drabs, { 3 Cord—200 yds.....                                                                         | \$1 00 per doz. |      |      | } Nos.         |
| W., B., and white { 3 "—100 " .....                                                                         | 60 "            |      |      |                |
| Machine 3 cord, 1, 2 and 4-oz. Spools, 16-oz. lb.                                                           |                 |      |      |                |
| Nos. 16 18 20 25 30 35 40 50 60 70 80                                                                       |                 |      |      |                |
| Lb. \$1 05 1 10 1 15 1 30 1 40 1 55 1 75 2 05 2 25 2 60 2 90                                                |                 |      |      |                |
| GILLING THREAD—3 Cord—14-oz. lb. ¼-lb. balls.                                                               |                 |      |      |                |
| Nos.....                                                                                                    | 25              | 30   | 35   | 40 50 60       |
| Per lb.....                                                                                                 | \$0 77          | 0 90 | 1 00 | 1 10 1 25 1 50 |

#### COLONIAL PRINTS, FALL PRICE LISTS.

The following new price list of the Colonial Bleaching and Printing Co.'s prints for Fall, 1901, was issued May 1 :

|                                  |    |                        |     |
|----------------------------------|----|------------------------|-----|
| Flannels—                        | c. | Tweeds (continued)—    | c.  |
| No. 96 twill, 28".....           | 9  | No. 82 tweed, 28"..... | 11½ |
| Colonial flannels, 29".....      |    | Twills—                |     |
| Red and black.....               | 8  | No. 87 cloth, 32"..... | 10  |
| Green, blue.....                 |    | Black and white.....   | 10  |
| Purple, pink, etc.....           |    | Navy and white.....    | 11½ |
| Kopje, 28" aniline fancy         | 8  | No. 72 cloth, 32"..... | 11½ |
| spots, stripes, etc.             |    | Ducks—                 |     |
| Twill French flannels, 31'32"11½ |    | No. 28 cloth, 28"..... | 10  |
| Skirtings—                       |    | Quilts, new designs—   |     |
| No. 88 cloth, 36".....           | 12 | No. 78 cloth, 36"..... | 9   |
| Tweeds—                          |    | No. 12 cloth, 27"..... | 7½  |
| Tweed costumes, 27".....         | 8  | No. 56 cloth, 25"..... | 6   |
| Kitchener tweed, 26".....        | 10 |                        |     |

#### MAGOG PRINTS, FALL PRICE LIST.

|                                     |     |                               |     |
|-------------------------------------|-----|-------------------------------|-----|
| A. 10 Salisburys .....              | 8   | A. 25 Durban drill .....      | 10½ |
| A. 12 Pinks and sky blues..         | 8   | A. 26 Seaforth tweeds.....    | 10½ |
| A. 13 Fancies .....                 | 8   | A. 27 Ladas tweeds.....       | 12½ |
| A. 14 Suitings .....                | 9   | A. 28 Heavy moles .....       | 17  |
| A. 15 Wrapperettes .....            | 11  | A. 29 Extra heavy moles ..    | 21  |
| A. 16 Reversible wrapperettes ..... | 11  | A. 30 Twill cretonne .....    | 8   |
| A. 17 French twills .....           | 12  | A. 31 Ottoman cretonne....    | 10  |
| A. 18 Swansdown.....                | 15  | A. 32 Oatmeal cretonne....    | 11½ |
| A. 19 Coat lining .....             | 11½ | A. 34 Sateen cretonne.....    | 16  |
| A. 20 Skirting .....                | 11  | A. 35 Napped sateen .....     | 12½ |
| A. 21 Skirting .....                | 12½ | A. 40 Cheviot suitings .....  | 12½ |
| A. 23 Moreen skirtings .....        | 11½ | A. 41 Alexandria cloth .....  | 12  |
| A. 24 Heavy twills .....            | 12½ | A. 43 Reversible salisburys.. | 8   |
|                                     |     | A. 45 Embossed foulard....    | 10  |

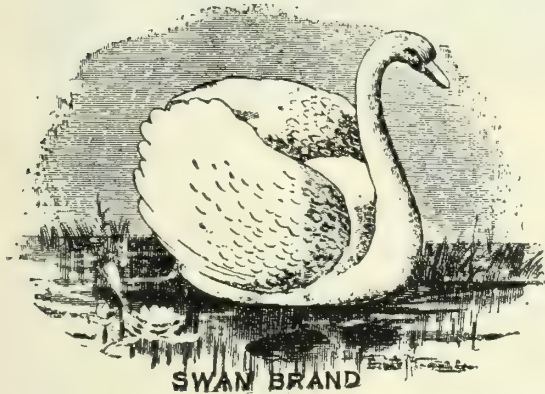
#### MEMOS FOR STAPLE BUYERS

The W. R. Brock Company, Limited, Montreal, now keep bleached sheeting in stock, in the following scarce widths, viz : 5/4, 6/4, 7/4.

At the Wyld-Darling Co.'s a newly-arrived shipment of wrapperettes contains three English lines to retail from 10 to

# THE TORONTO FEATHER & DOWN CO., Limited

74 KING ST. WEST, TORONTO.



**Bed Pillows** (14 different qualities)  
**White Cushions, Cosies**  
**Down Comforters**  
**Silk Floss Comforters**  
**Cotton Comforters**

FALL SAMPLES ARE NOW BEFORE THE TRADE.

We attend to every order promptly, and will be pleased to mail price lists on application.

## The Toronto Feather & Down Co., Limited

15 cents. They are reversible and in especially heavy cloths. Grey cotton specials to retail from 5 to 8 cents will pay dealers to handle. Fancy linens for the Christmas trade, comprising 5 o'clock tea covers, sideboard scarves, tray cloths, d'oylies, etc., are shown in linen and Swiss cotton. A number of specials in towel linens, bleached and unbleached, to retail at 50 and 75 cents, are to be noted.

In wrapperettes the W. R. Brock Co., Limited, Toronto, have two effective lines, the cloth bought in the grey and made up in French designs, one a 29 inch plain faced, with plush back, retailing at 10 cents; the other a 30-inch twill, with plush back, a large scroll design and two choice small flannel patterns in different colors, retailing at 12½ cents. Three specials are noted in flannelettes: 180, a yard wide, fancy stripes, offered at 8 cents; E, a 30-inch plain Saxony; F, a 28-inch twill, retailing at 10 cents, a special line. As to linings D1 is a 40-inch linenette, extra nice finish, in case lots, for 12½ cent retailing. Two stock lots of ⅝ bleached damask napkins are exceptional values, being offered at \$1.50 and \$2 a dozen. B8x is a 20 x 40 fringed huck towel to retail at 25 cents a pair. P139 is a 20-inch bleached huck towelling offered at 8 cents.

### NEW WRAPPER FIRM.

The Canadian Wrapper Co., 411 St. James Street, Montreal, is a firm that has launched itself upon the trade during the past few weeks, going direct to the retailer. They are now showing a very nice range of samples both for Fall and Spring. Travellers start out about the 20th of August. Their sample-rooms will be open for inspection during the millinery openings, and doubtless many dealers will avail themselves of the opportunity to inspect the latest ideas in wrappers.

### The Review's Directory of Agents.

*British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.*

**R. FLAWS & SON,** Manchester Bldg., Melinda St., Toronto.  
 Dry Goods Commission Agents.

Representing: WM. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies, CARTWRIGHT & WARNERS, Limited, Loughborough, England Hosiery and Underwear, D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

**A. ROLAND WILLIAMS** Commission Agent, Room 8 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

### CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

### SITUATI N VACANT.

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (1f)

WANTED—Responsible travellers calling on the dry goods and gent's furnishing trades in Quebec, Ontario and the Northwest, to sell on commission an article for Christmas trade. Sample light and small. Address, C. W. Brown, Box 27, St John, N. B. (8)

### AGENCY WANTED.

ADVERTISER, having some means, wishes to obtain samples from manufacturers or large importers, with which to do a jobbing business in Montreal and neighborhood. Address, "Agent," care of The MacLean Publishing Co., 232 McGill street, Montreal. (8)





*"Falmouth Shirts"*

*for the dog days.*

*To retail at 1<sup>00</sup>, 1<sup>25</sup>, 1<sup>50</sup>, 2<sup>00</sup>.*

*Manufactured by  
Stewart, Allan & Remond, Montreal.*

# W. E. CHALCRAFT & Co.

Makers of

## Fine Clothing



*Our Travellers will be in the warehouse during Fair Week, and we will be pleased to welcome all our customers and friends during their stay in Toronto.*

Warehouse: 71 and 73 York Street - TORONTO.



# THE MEN'S FURNISHER

Devoted to the Canadian  
Dealer in Men's Goods

|          |          |           |         |                  |        |
|----------|----------|-----------|---------|------------------|--------|
| CLOTHING | NECKWEAR | UNDERWEAR | HOSIERY | SHIRTS & COLLARS | GLOVES |
|----------|----------|-----------|---------|------------------|--------|

IF the trade a month ago, owing to the continued cold weather, was unsatisfactory to men's furnisners, that of the past two weeks, and of the present, should more than make up for it. The extremely hot weather was a boon to men's furnisners, however it might have affected other merchants. Light goods of all sorts and descriptions went as rapidly as they could be turned out.

One large clothing manufacturer (E. Boisseau & Co.), pointed out to me a small line of flannel suitings which was all they had left out of an enormous stock. They couldn't make the goods fast enough, and in duck trousers they sold over 1,000 pairs in a few days. This is the story of many other lines of goods. Many dealers say that it was the best trade they ever experienced. Now that a great number of people are supplied, there has been a slackening in the trade, but there is still a heavy demand for all classes of light goods. Apart from the demand for these goods due to the very hot weather, dealers are noticing a better feeling for many lines which have heretofore not taken very well, such as bright patterns in fancy half-hose or pronounced designs in fancy underwear.

Those dealers who have been handling flannel and duck suits have had an immense trade. Whole suits sell best in black or blue with narrow white stripes, though a good quantity of white goods with blue, and sometimes black, stripes, are moving. Trousers are taken in both flannels and ducks, with a preference probably for the latter, as they are cheaper. Manufacturers have found it hard to fill the orders for these goods during the past month. Dealers who want to handle only trousers will do well to confine their stock to ducks, with possibly a few pairs of striped flannels. The ducks can be retailed profitably for \$1 and can be depended upon for a steady sale through the Summer.

\* \* \*

## Neckwear.

The selling ties at present are the long four-in-hand and the small bow. The latter look much like string ties, and are often worn tied in the ordinary knot, but they look best in the shape for which they were intended—the bow. The best sellers are washable goods. All these are in light colors, but other ties in light colors are not selling well. Long, nar-

row derbies are good and are expected to be better sellers as the season advances. These, however, like all narrow goods, may take a big drop in the Fall season when the wing collar comes in. Then it is expected that puffs will come to the front again, and possibly other larger ties.

At present navy foulards in polka dot patterns are good sellers, and so are small grey derbies. These cannot be called leading colors, for there apparently is none, but they go very well during the Summer season. City dealers will be safe in leaving flowing ends alone. Some wholesalers tell me they are selling a number of them, but they can't be seen on the streets, and very few are shown in the windows of the up-to-date men's furnisners.

The Windsor bow is, according to some dealers, dead. Others say it is selling moderately well. That there is no such demand for it as there was a month or so ago, is certain, and it is just as certain that it will not be good for the Fall and Winter trade. It sells best in light, gauzy materials.

As to colors, there are more ties with white grounds and light-colored patterns selling than there have been for a number of seasons. These are usually in washable goods and sometimes in the Windsor bow, and cooler weather will in all probability witness a return to darker goods. Greys and blues sell well.

For the Fall trade there will be a good quantity of small, neat effects in checks, plaids and a few figures. Large plaids will also be shown, some in pretty striking colors.

Wholesalers will show a lot of goods in the raised silk corded effect. These are very pretty and should take well.

The quieter goods, after the English style, include many black and white designs which will likely be good sellers. The grounds are black, and the design is raised in silk thread. The patterns are mostly small.

"Puffs will lead everything else in the Fall neckwear trade," said a member of the firm of Messrs. E. & S. Currie, Toronto, to a "Review" representative. "A leading firm in the States is making them with the steel shield, to fasten to the high turn-down collar much the same as the Windsor bow, and



## The Beaver Rubber Clothing Co., Limited

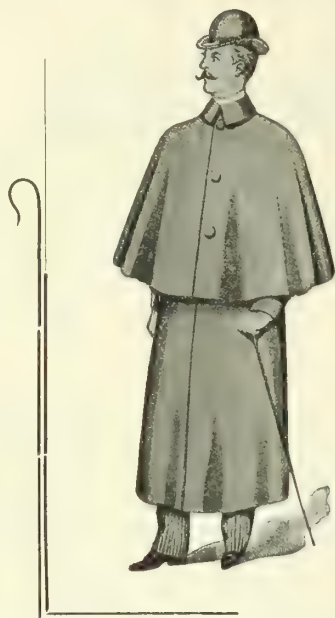
1851½ Notre Dame Street, MONTREAL

Manufacturers of

LADIES' and  
GENTS'  
WATERPROOFS.

Please write for samples and price list if our traveller has not called upon you.

The Beaver Rubber Clothing Co., Limited  
MONTREAL.



## The Galt Knitting Co., Limited

GALT, ONT.

## TIGER BRAND



TIGER BRAND

Samples for Fall 1901 now in  
our several agents hands.

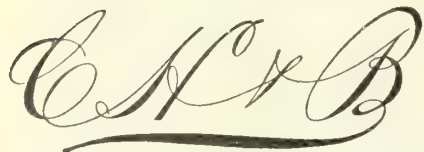


Underwear  
Eiderdown Specialties  
Shoe Linings

# Caulfeild, Henderson & Burns

17 and 19 Front Street West

TORONTO.



STAND UNRIVALLED in CANADA  
as IMPORTERS of UNDERWEAR  
and HOSIERY.

It is a well-known fact amongst our many customers from the Atlantic to the Pacific that the values in these goods are not equalled by our competitors. This has stood the test.

## GOODS OF OUR OWN MANUFACTURE

Summer Clothing, Pants and Overalls. Shirts of all descriptions, viz.: White and Colored Dress Shirts, Negligee in Percale, Madras, Ceylon and Sateens.

Neckwear—The latest styles in fabrics and designs always to the front.

To lead as Importers and Manufacturers of Men's Furnishings only, in all its branches, is our special aim.

LETTER ORDERS PROMPTLY FILLED.

# E. & S. CURRIE.

MANUFACTURERS  
OF

NOTHING  
BUT

## NECKTIES

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST.

**TORONTO,**

ONT.

## THERE'S A DIFFERENCE IN GLOVES.



SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE  
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND  
DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

## W. H. STOREY & SON

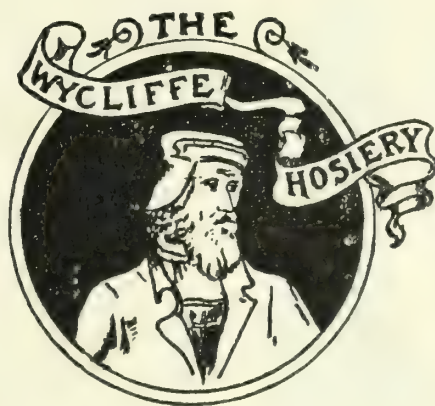
THE GLOVERS OF CANADA.

ACTON, ONT.

# WYCLIFFE

## Pure Wool Underwear

For Ladies  
and Gentlemen.



## WILL NOT SHRINK

## Greenwood & Moulds,

Hosiery Manufacturers

— LEICESTER

and at 59 Gresham Street, LONDON.

REPRESENTATIVES IN CANADA:

MESSRS. PRIME & RANKIN

—

TORONTO.



**MEN'S FURNISHINGS—Continued.**

this will doubtless be the popular way of wearing the puff tie, as it is difficult to fasten it any other way with that collar.

"I do not believe that the high turn-down collar is going out, though I would like to see it go.

"But whatever collar is worn, the puff is certain to be the leading tie. There are indications of its coming into favor already, in the number of Ascot tied stocks that are being worn.

"People jump from one extreme to the other in ties. After the large flowing ends and handkerchief ties came the small batwing bow, then the very large King Edward bow, and now the small bow made with the tubular tie. So it is in order for some big tie to come in next. Flowing ends are dead, large derbies, Imperials and Ascots are out of it, and the puff is about the only tie left that stands a chance.

"As to colors for Fall and Winter, blues will likely be the favorites. There are always some reds sold in Winter and some very bright shades in that color may be good.

"Figures, stripes and checks will be popular, and I think they will run in about that order. Small, neat effects are as a rule, chosen by the best trade, but I would not be surprised to see some pretty large patterns in figures and stripes worn.

"We are still sending out quite a lot of Windsor bows to the country trade. At present our greatest sellers in the city are tubular ties. We have sold an immense number of them during the Summer."

The neckwear trade for this month will be turned to Exhibition novelties. The direct Exhibition tie trade in Canada has now become quite a thing, and Tooke Brothers, Limited, have prepared themselves thoroughly for it this year. A large range will be shown in the new cloth, "Matalasse," which is

A chance to bring out something new will be afforded the neckwear manufacturers about August 10, when merchants will be looking for something new for the Exhibition trade. It is certainly good-bye to grenadines and Duke of York bows, but Tooke Bros., Limited, have something very new for the trade



**Rosebud Knot.**

This is an idea of the Niagara Neckwear Co., and will be used large'y in their Autumn shapes in puffs, knots and imperials. It is a small rosebud, maple leaf, or sham-rock embroidered on each knot.

**"Sir Wilfrid" Cravat.**

The "Sir Wilfrid"—The Premier Cravat for 1901. This is the scarf that stopped the sale of the Duke of York. It is an exclusive idea of the designer of The Niagara Neckwear Co., and copied by tie-makers everywhere. The Niagara Neckwear Co. will continue it on their Autumn line made from heavy cloths either with covered shields or bands. It is a desirable and saleable scarf.

in their "Matalasse" cloth of which they will show a great range about August 1.

Gault Bros., Limited, are putting out a very fine assortment of neckwear for Fall, including the latest ideas of New York, Paris, London and Berlin. They are early in the market showing the very newest cloth for neckwear, called "Matalasse," in designs and stripes which they will deliver for the Exhibition trade. They are also showing a new puff which is very fashionable in Berlin, called the "Cologne," which makes a very stylish puff for a high cut vest. They are making up another new puff being worn largely in London and Paris, called the "Berlin." Both of these puffs will be heavy sellers.

Nor are flowing ends to be neglected. Gault Brothers have a new one out called the "Grey Friar." It is not quite so large as the ordinary flowing end as the feeling is for a smaller tie. The "Grey Friar" and "Cologne" are shown in the accompanying cuts and indicate the styles for Fall.

\* \*

## Collars and Shirts.

The high turn-down collar is still selling well, though the end of it may not be far off. When the King comes out in a new collar something is bound to happen in the collar trade, and as he has adopted the wing style lately, that has a better chance of becoming popular than anything else. The big sales at present of the high turn-down are no sign that it is going to remain a favorite long. When the change comes it is likely to be rather sudden.

The majority of furnishes' customers have no idea as yet that a new collar is to come to the front shortly, so they keep



**The Cologne.**

**The Berlin.**

Shown by Gault Brothers, Limited.

their novelty for early Fall. A large range of neat bar stripes and small neat figures in grounds of black, navy and red. Notice the handling of this cloth which will tie up gracefully in any shape and is clearly suitable for gentlemanly neckwear.



# MEN'S FINE TAILORED GARMENTS.

Our Object is to meet the growing demand for finer made and better fitting clothing. Not to sell to the consumer but to supply the trade who wish to be up-to-date and meet the opposition of manufacturers catering for the consumer's custom.

WE MANUFACTURE ALL OUR OWN  
CLOTHING ON OUR OWN PREMISES.

SEE OUR SAMPLES.

The

## Lowndes Company, Limited,

Offices :  
61 Bay Street.

Factories and Showrooms :  
36 Front Street W.

### TORONTO, CANADA.



**MEN'S FURNISHINGS—Continued.**

on buying the high turn-down. But the appearance of the wing collar may be the occasion for the public to invest in that style, and a big drop in the sales of the high turn-down would be the result. The straight standing collar is a good seller, as it always is, unaffected by the changes, appearances or disappearances of other shapes. Square and round corners both go well.

In the high turn-down the numerous small alterations have apparently about ceased, and the present shape, with a very narrow opening in front and a close-fitting top bids fair to remain the same until the style disappears. In this, too, both square and round corners are sold, and there is little difference between them in point of sales. The various fads, like the buttonhole collar, as we predicted, did not take hold of the trade very well, and now have almost dropped out of sight.

When the wing collar will begin to sell is a point on which dealers, both wholesale and retail, differ. "We don't expect to sell many more of them after next month," said one dealer. But perhaps this would be a little early, even for the city trade. The country trade is likely to run on much longer, and will, perhaps, substantiate the declarations of some dealers that the high turn-down collar will sell all through the Winter.

This is taking it for granted that the wing collar will displace the high turn-down.

Many wholesalers are fully convinced that the efforts of manufacturers, jobbers and retailers to push the wing collar, and shut off the demand for the high turn-down, will be fruitless. Collar makers are still showing and selling the high turn-down to the wholesale houses abroad ahead of any other style. True, there is little need of placing in a stock of wing collars very much in advance as the retailers buy just as they need them in small quantities; but if there was a strong feeling in favor of the wing collar selling it is likely that many more of them would be placed in stock, and they would be more in evidence among travellers' samples.

There have been few seasons, indeed, when so much uncertainty was felt as to the coming styles as there is this year. And this applies to neckwear as well as to collars. Manufacturers, jobbers and retailers are all at sea as far as knowing what to push, so they show a greatly varied stock of goods, and until the public shows its taste for one line it is impossible to say what will prevail.

There is a big run on neglige shirts. Nothing new has been shown lately, but a wider range of colors and designs is selling. The leaders are probably blue or oxblood vertical stripes with white ground. It is difficult in many of these to tell which is the ground and which is the stripe, as they are much the same in width. Stripes are wider on the whole. White negliges with self-colored patterns are good sellers. Besides the striped goods quite a quantity of small checks or plaids are selling. These are in blue, red or green, with a few purples. Although in all designs white grounds are preferred, there has lately sprung up a demand for some pretty loud goods. Some of these with a blue ground and wide white stripe, or oxblood ground and white stripe, sometimes pleated, are being worn. The demand is as yet a comparatively small one, but it is possible that it may be very much greater before the season closes. For next year these are spoken of as among the leading styles. Then colored grounds are likely to be preferred to white. Solid colors may, perhaps, be the correct thing for next season, as there are indications at present that oxblood shirts, in plain goods, will be

leaders. Stripes and checks have had several seasons' run now, and a change need cause no surprise. The small silk thread finish in negliges is well liked. A few dark designs in Scotch plaids are being shown, but their sale is limited.

American manufacturers are showing some heavier weights in soft shirts for Fall wear. It is impossible to say whether these will be a success or not—perhaps not, as in Fall people are anxious to have a stiff bosom shirt, and are somewhat tired of the neglige—but the manufacturers are pushing them hard, and so may some of the wholesalers later on. The patterns and colors are not likely to be much different from the present negliges—perhaps a little quieter and darker.

As to stiff front colored shirts, they have dropped away behind. Some dealers find no demand for them at all. A few are shown, in small narrow stripes, either blue or black on white grounds, but they are not wanted for the hot weather.

Tooke Bros., Limited, are now showing for the Fall trade some of the best all-round new shirt effects that we have seen. The most attractive ideas are liberally represented, and the stock will be ready for delivery in August and September. Their new factory is equipped with the most experienced hands in Canada, and they are in a position to meet the growing demand for their goods. The past season has been by far the largest in the history of the company, and their stock speaks for itself. Practically empty fixtures. Large shipments of new patterns and new cloths are arriving daily. Don't forget there is a growing demand for neat flannel effects, no doubt owing to the popularity of golf. Tooke Bros., Limited, have attractive ranges from \$6.50 to \$36 per dozen.

A visit to Tooke Bros.' collar department will convince anyone that the demand for their goods must have been enormous; every secured fixture looks almost empty, and yet the staff has done as much night work as the excessive heat would permit. As far as their business is concerned they have had a collar famine. Every day large mail orders reach them for "Edward VII.," "Dewey," "Royal," "Thames," "Ailsa," "Windsor," "Hypathia," "Hilo," "Delco," "Dereske," "Colonial," "Otter," "Lincoln," "Glencoe," "Vardon," etc., the great difficulty being to meet the demand. They keep the stock assorted every week, so that orders, as a rule, do not suffer, but it is easy to see how they could increase this department by pushing sales in the ordinary way. Mail orders alone have been phenomenal. "Edward VII." is a great success.

Gault Bros., manufacturers of "Crescent" brand of fine shirts are sending out a new range of Fall shirtings for delivery September 1. It includes a large variety of Potter's celebrated English cambrics which are confined to this firm for Montreal.

Messrs. F. W. Stewart and P. M. LeMaistre, of Stewart, Allan & LeMaistre, manufacturers of "Salem" shirts, have just returned from New York. While there they placed their orders for new designs in percales and Madras cloth for Fall shirts for September and October delivery. They promise their customers one of the handsomest ranges of shirts ever submitted in Canada for Fall.

Stewart, Allan & LeMaistre state that trade during July has been away ahead of their expectations and in consequence they have not been calling upon the trade as they have had all the orders they could fill and did not want to solicit others that they would not be able to attend to. They have been running three-quarters of their operators on men's waists, or short shirts, as they call them, and they have been unable to fill 25 per cent. of the orders which they have received. They have distributed them as best they could as they were received from the factory and all orders are being filled as quickly as

# The Great Clothing Sale

---

of the merchandise estate of

JOHN CALDER & CO.  
HAMILTON

amounting to

**\$175,000.00**

continues this month at the warehouse in Hamilton.

Many thousands of dollars worth of new goods have been added, manufactured in Hamilton by skilled labor from the magnificent stock of woollens forming part of the estate.

**Tremendous Reductions!**

**Ranging from 25% to 40%.**

We extend an invitation to every merchant to come and see us during this month; the low railway and steamboat rates to the Pan-American and Toronto Exhibition will enable you to combine business with pleasure and secure a selection of fine goods from a well-assorted stock. If you cannot come, mail us your orders without delay.

---

**COPPLEY, NOYES & RANDALL,**



**MEN'S FURNISHINGS—Continued.**

possible. They will continue to manufacture them for some time. The style which they are making is most simple and easy to adjust.

Stewart, Allan & LeMaistre ("Salem Brand"), are preparing their range of Fall colored shirts and they will submit samples during August and September for September and October delivery. Their samples will include the newest designs in Anderson's Zephyr, American Madras, French cambrics and American percales. Their output is limited and it is their intention to call upon only a portion of the trade until they can increase their facilities. Their white shirts are now being received from the factory and all the leading numbers are ready for immediate delivery.

\* \*

**The Men's Shirt Waist.**

The shirt-waist is either a success or a failure, according to the retailer one asks. One dealer told me that he hadn't had more than half a dozen people ask for it. Another said, "Oh, yes; we're selling a lot of them;" while a third admitted that he sold a few. The name of this garment was probably unfortunately chosen in the first place. Most men have a decided objection to anything effeminate in the way of wearing apparel, and to call this new garment a "waist" was to give it a blow at the very outset. There is no doubt that a number are being worn. A few people are seen on the streets wearing them, and probably more on bicycles, but the majority of those who wear them also wear their coats, so that one cannot tell them from the ordinary negligé shirt. This is the way that some dealers think they should be worn. "There is no need for a skirt to the negligé skirt," said one retailer, "and that is one advantage that the shirt-waist possesses. He thought that the demand for this garment next year would be much greater, but that it would be worn with a coat. This is probably the most reasonable view of the case. The shirt-waist is shown in about the same colors and patterns as the negligé.

\* \*

**Hosiery.**

Fancy hosiery is in great demand. Brighter colors and more pronounced designs are being taken than ever before. The patterns include plaids, checks, stripes and some spots and figures. Stripes are better sellers than the others, though checks are well liked also. A few embroidered front goods are going, but the demand is, as usual, limited. Some open-work hosiery in Lisle thread is being handled successfully by two or three dealers.

There are not so many cotton goods sold as formerly, according to one dealer. Cashmere is preferred. The lighter weights in blacks lead everything else, and colored cashmere half-hose is also good property. Now that such a good article in cashmere can be retailed at 25c. there is little difficulty in handling a great deal of those goods.

Some very loud colors are shown by many dealers. Reds and sky blue are among the best selling colors. Khaki half-hose, either in plain or fancy striped goods, are poor sellers, and are not likely to come to the front again for some time.

It is predicted that considerable colored hosiery will be worn during the coming Winter. They are being shown in nice designs, rather more modest than the Summer goods, and in heavy weights of cashmere, and their chances of success are good.

**Underwear.**

Light underwear of all sorts is one of the best selling lines at present, and has been for the past month. A great quantity of fish-net goods was taken, but it did not equal the balbriggans. These in plain or fancy goods are in heavy demand, the preference being for plain goods. Light natural wool underwear is also well to the front in sales, second only to balbriggan. In fancy balbriggans, the best selling patterns have plain and white grounds with narrow horizontal stripes, in either blue, pink or green. Khaki goods in fancy underwear are not extra good sellers. For a very high-class trade extra fine, thin natural wool underwear is good property. Some highly colored balbriggans are being shown in a few windows, the designs having colored grounds and either white or colored stripes, but most dealers do not find these to sell well. There is no doubt, though, that patterns are taken now which, on account of their gaudiness, would not have sold a short while ago, showing that the prejudice against loud patterns on the part of the Canadian people is being overcome to a certain extent.

Talking with a man in the trade last week, I asked him whether better grades of underwear would sell for town as well as for city trade? "Yes; the dealer should make up his mind that if he has the right kind of goods he can get the price. Many make the mistake of starting out with the idea that they must have lines at so-called popular prices. Do they realize that for a good thing they can get the price? Take that "Wolsey" underwear which is being so freely sold, for example. After a season or two's trial the qualities claimed for it were proved genuine. Now it is in demand, and garments retailing from \$2 up can be handled without difficulty. The brand has a known value. That's the advantage of brands. They generally indicate high-grade well-made goods.

\* \*

**Notes for the Dealer.**

Bathing suits and trunks are, of course, going rapidly.

Golf stockings and bicycle hose are among the quick sellers.

Gloves are not moving at all. The styles for Fall will, it is thought, be the same as for Spring, tans and greys leading.

Light, washable vests have sold in greater quantity than in many previous seasons. The colors are limited to the lightest shades, whites, greys and towel color, but the patterns and designs are almost innumerable. Spots, small and large checks, stripes and figures all go well. There are no heavy lines, however, and the spots and figures are also small and faint. White vests are good, but do not sell as well as those in colors. Dark colors can't be sold. All vests have pearl buttons, usually in natural color.

Leather goods are not moving very satisfactorily. This is a surprise to many, as this season was expected to be particularly good, on account of the number of tourists going through the country, who, as a rule, are good buyers of valises, straps, etc. The new braided variety of belts has taken very well, and may, perhaps, become a staple style. Other belts, patent leather, tan and grey are in heavy demand, due to the demand for duck and flannel trousers and negligé shirts, with which they are worn.

Stocks are selling much better than usual. They are very comfortable in hot weather and are worn with the negligé shirt. White collars with ties in some light colors, like pink or blue stripes on white ground, are usually chosen.

The wholesale furnishing trade has been exceptionally good this Summer. Bathing suits and trunks are in heavy demand

# Fall Announcement.

Our Travelling Representatives are on the road with our FALL and WINTER lines. Now is the best time to place orders on WINTER weights, prompt delivery being thus assured. Call or write at once.

These goods are retailed at uniform prices. The dealers who handle our line are protected from price-cutters and guaranteed a good profit.

The hygienic properties of Linen Mesh Underwear are now popularly recognized.

The Dr. Demiel Underwear is to-day the most successful specialty in the Underwear world.

WRITE FOR BOOKLET, SAMPLES AND TERMS.



This Trade Mark is  
always on the Genuine.

Sole Manufacturers,

## The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,  
10-12 Bread St.

MONTREAL, CANADA.



# The Slingsby Manufacturing Company

BRANTFORD, ONTARIO.

LIMITED.



*A complete  
assortment  
of the  
following  
lines always  
in stock.*



*It will pay  
you to  
see our  
goods before  
placing  
your orders.*



## Bed Blankets ; Horse Blankets

White, Grey and High Colors.  
Union, All-Wool and Specials.

Duck-lined, Cotton, Union and All-Wool.  
Lap Rugs, Linings, Collar Cloths, etc., etc.

FLANNEL SHEETINGS, CAMP BLANKETINGS,  
KERSEYS, COSTUME AND MACKINAW CLOTHS,  
STOCKING YARNS, Etc., Etc.

Mail Orders Receive Careful and Prompt Attention.



**MEN'S FURNISHINGS—Continued.**

in dark colors. Wyld-Darling Co. had to cable a repeat in three sizes, which have just arrived, and will retail for 50c. The success of "Wolsey" unshrinkable underwear for early Fall is probably due to the guarantee given with them against shrinking. Fleece-lined goods are taken in blues, drabs, plain figures and fancy stripes. Plain Shetlands, fancy stripes and ribbed goods, the last being shown in all wool unshrinkable underwear, are good property.

Caulfeild, Henderson & Burns think they have one of the best stocks of smoking jackets and dressing gowns for the Christmas trade ever shown. And truly the samples are very fine, and range from some popular-priced goods up to the highest quality. The new umbrella, with patent automatic spring, is selling remarkably well. It is a strongly-made affair, and looks well. In underwear, fleeced-lined goods, fancy stripes and ribs, are shown. These will take well with the trade. Sweaters, top shirts, fancy and plain, and black sateen shirts are now in good demand. Some neat designs in men's and boys' fancy sweaters are going rapidly.

\* \*

**The Business World.**

Rogers & Baines, men's furnishers, Beaver Mills, Ont., have sold out to McQuarrie & Greenshaw.

G. Bulkis & Co., Montreal, have registered as wholesale clothing manufacturers.

W. J. Price, men's furnisher, Melita, has gone out of business.

Myron McBride & Co., wholesale men's furnishers, Winnipeg, Man., are advertising their stock for sale by auction.

The assets of Joseph E. Lafond, men's furnisher, Montreal, have been sold.

Horsfal & Langlois, wholesale clothing dealers, have closed out in Montreal.

The Imperial Clothing Company's branch at Ottawa was damaged by smoke and water; partially insured.

J. H. Kirkpatrick, clothier and men's furnisher, St. John, N.B., has closed up business.

E. A. Small, of the Montreal wholesale clothing manufacturers, E. A. Small & Co., was accidentally drowned while in the country. His family and many friends have the keenest sympathy of all in the trade.

\* \*

**Seen in Dealers' Windows.**

Light, washable ties, 3 for 25c.

English washing vests, \$1.50 each.

Striped flannel trousers, \$2 per pair.

Striped flannel coats, \$7.50 each.

Striped flannel vests, \$1.75 each.

Men's fine Madras shirts, 98c. each.

Fancy bicycle hose, 55c. per pair.

Cashmere silk shirts, \$1 each.

Negliges and stiff-front colored shirts, 75c. each.

Fish net undershirts, 25c. each.

Fine natural wool undergarments, \$1 per pair.

Duck pants, \$1 per pair.

Fine silk-trimmed, balbriggan underwear, 35c. per garment.

Have you seen our 

56-in., 12-oz.

**Black Serge**  
**AT 49c.?**

**If Not, Write for Samples.**

◆◆◆◆◆

**JOHN FISHER**  
**SON & CO.,**

**5 Victoria Square,**  
**MONTREAL.**

**STANFIELD'S**

Unshrinkable Underwear is made to fit the body without a wrinkle. It will not stretch with wear or shrink with washing. Always a perfect fit. Always comfortable. Manufactured by THE TRURO KNITTING MILLS CO., TRURO, N.S., from the best long-fibred combed Nova Scotia wool. This wool being long does not require to be twisted as hard as other wools. The result is a softer, more flexible and far more durable garment. The guarantee on Stanfield's is the strongest possible, and the only one worth considering. **MONEY BACK** if it shrinks. This makes business easy.

**Try Stanfield's. It Pays.**

*Dominion Suspender Co*  
*Niagara Falls*  
*Makers of Trade D Mark Suspenders*  
*Guaranteed*

*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

SHIRTS.



COLLARS.

The great success we have had with our shirts and collars has far exceeded our expectation. Although our goods have only been a few months before the public, they are well known to be equal to anything shown to the trade, both as to styles and values.

**OUR AIM** is to produce a superior class of goods, and in order to accomplish our object we employ nothing but skilled labor, and use the best materials to be found in the local and foreign markets.

Our range of samples for Fall, in which will be found many novelties, is complete, and will be shown to the trade at an early date.

Our Three Special Lines of Collars.



ALSTEAD.



AMHERST.



AVILLA.

Orders by Mail Solicited.

HAMILTON & CO., 41 Yonge St., TORONTO.



**MEN'S FURNISHINGS—Continued.****Dealers and their Stores.**

A Toronto men's furnisher who knows how to make his store bright and attractive is Mr. Charles E. Goodman, of 302½ Yonge street. He pays a great deal of attention to his windows, which is, no doubt, one of the reasons of his success in the business. No matter when one may pass that way there is always something in the window of 302½ Yonge that makes one stop to look in. The goods are well selected and placed on display in a manner that suggests careful study and some work. It is not alone the goods, however, that interest one, but the number of small price-cards and other catchy phrases, a method of store advertising in which the proprietor has great faith.

Mr. Goodman was born at Oshawa, Ont., in which town he first entered the men's furnishing business, entering the store of R. H. Brice, as clerk. He left the men's furnishing business



Charles E. Goodman.

and spent seven years at the upholstering trade in Oshawa, and afterwards in Toronto, "But there was no money in that," he said, "so I came back to furnishings."

He opened up at his present stand some 11 years ago, and by giving the business his personal attention and working hard, he has succeeded in making the place the well-known one it now is.

Mr. Goodman's clerks cannot complain of ill treatment or too much work. Often in the Summer

afternoons one may find the proprietor alone in his store, having given his help a half-holiday. "I don't believe in making a clerk work any harder than I do myself" is his explanation, as they take alternate afternoons off very frequently in hot weather. A half-holiday once a week is the minimum. He takes all the pleasures of life that are going his way, and has built a cottage on the Island, where his friends are always well entertained. He takes a keen interest in all Canadian sports.

He is a Canadian through and through, which makes him lament the fact that he must buy American-made shirts more and more, if he is to hold his trade. The Canadian manufacturers do not make them with matched fronts or cuffs like the Americans, and his customers will frequently pay more for an imported shirt, which is matched properly, than for the domestic article, which, though equal in every other way, is inferior in this. Mr. Goodman thinks it is time for Canadian manufacturers to wake up and put more care into the making of colored shirts.

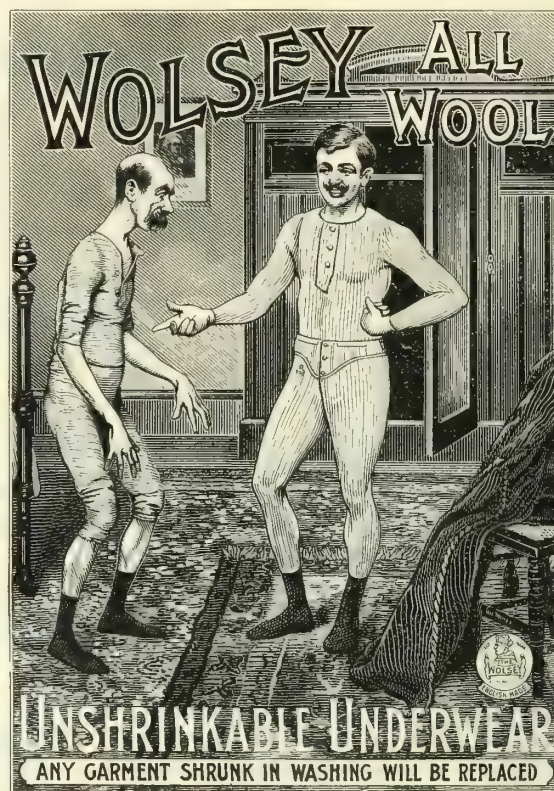
\* \*

**Memos. for Buyers.**

The W. R. Brock Co., Toronto, are this month showing complete lines of cashmere hosiery in bundles to retail at 25c., 35c. and 40c. They are shown in assorted sizes and assorted ribs to the bundle. This is a special offer. The same house have a special line of "Pan-American" overalls in blue, brown and

drab. They are heavyweight, rivetted throughout, sizes 32 to 40, and will retail at 50c.

John Macdonald & Co. are showing men's waterproof coats, to retail at from \$2 to \$9, in black, fawn and grey. Also a complete line of men's underwear in wool and fleece-lined goods, as also wool and cashmere socks.



The W. R. Brock Co., Toronto, carry all sizes in two weights of the new "Wolsey" underwear for Fall. The reputation they have acquired during the time they have been on the market commends them far more than any words of ours.

Stewart, Allan & LeMaistre have compiled a list of their regular customers which they call their "E.W.C." list—Every Week Card list—to whom are addressed cards every week bearing samples of their new shirt cloths. In this way they are building a good mail-order business.

\* \*

**New Factory Building.**

Gault Brothers & Co.'s manufacturing establishment has become such a factor in the trade that it has been decided to erect a large new factory at the corner of William and Inspector streets. It will be five storeys and a basement, 145 x 70, and a wing 35 x 50, affording room for 600 hands. The wing is to be used as an up-to-date laundry, in which the latest machinery procurable in Troy will be installed. The factory will be thoroughly modern in every respect. Besides neckwear and shirts, which they will continue to make, it is contemplated that the manufacture of three other lines will be instituted. Messrs. Dowker and McBride, who have charge of this branch of Gault Brothers' business, have made a reputation for turning out stylish goods at enticing values.

\* \*

In a well-known street in Glasgow there is a tailor who makes clothes, but also deals in fancy birds, cages, saddlery, and foodstuffs for birds and animals. In another well-known thoroughfare you will find a hatter who keeps a tonsorial artist on the premises. In fashionable Sauchiehall street there is a shop which deals in tea (solid and liquid), cakes, leather bags and umbrellas.

Getting Down to Solid Dollars-and-Cents  
Facts and to Business Advantages,  
You Want

**M. SAXE & SONS'**

Correct Clothing This Fall for Your  
Own Good.

We are not the only ones in the business, but our  
Fall, 1901, line certainly is.

---

**OUR \$4 LINES MEN'S GENUINE ALL-WOOL  
FRIEZE ULSTERS,**

All Shades, Tweed Lining, Can't be Beat.

**OUR \$5 LINES MEN'S DOUBLE-BREASTED  
ALL-WOOL SUITS,**

50 Different Patterns to Choose From, Are Wonderfully Good Values.

Drop us a Postal and we will send SAMPLES, and let  
them do the talking.

---

**M. SAXE & SONS,**

Montreal's Greatest Wholesale Clothing Manufacturers,  
18 ST. HELEN STREET.



# CLOTHING AND WOOLLEN TRADE

## REFORM IN CLOTHING BUSINESS.

THE trade conference of clothiers who are members of the National Association of Credit Men held an interesting meeting during the annual convention of the Association at Cleveland, Ohio.

The report of the chairman, A. W. Sommerfield, of Cincinnati, contained the following :

"I have received letters from a number of the clothiers, and the matters presented for discussion are the same that have heretofore been considered, viz.: Dating ahead and long terms, excessive discounts, cancellations, the returning of goods at the pleasure of the buyer, ways and means to do away with the practice of sending travelling men out too early in the season and to establish a special time for the men to start out.

"It seems to me, in speaking upon the matters of dating and long terms, that, as business men, we scarcely carry out good business principles, which, after all, are the proper basis of everything, and it appears as though we are selling time rather than goods, consequently, now is the time to call a halt, and, as credit dispensers, we should remember that we must make the change and shorten both the dating and terms to such an extent as to make matters reasonable and right to all concerned.

"These business reforms are absolutely necessary, and the sooner the matters in hand are realities the better for all alike—merchants (wholesale and retail), manufacturers and others. If this conference finds a solution which will right any one of these abuses it will certainly be repaid for the efforts spent in that direction, and we, as business men, must recognize the immediate need of carrying out these reforms at the earliest moment."

It was resolved that, inasmuch as there was the National Association of Clothiers, "it is the sense of the conference that we recommend to the various cities that are not now members to become affiliated with the National Association. In this way the various abuses such as mentioned in the chairman's report can be best attended to."

## TAILOR AND CUSTOM.

A few years ago a firm of hat-makers in Jermyn street informed its "clients" that in future it would provide "free stabling" for their silk hats during their absence from town, should they care to avail themselves of the offer. From that time forward the business of the firm increased by leaps and bounds, and of course other hat-makers quickly followed its example. The custom has now been adopted by several well-known tailors, and by a few bootmakers, the eminently gratifying result being that we are now able to leave our silk hats with our hatters, our London suits with our tailors, and our "boots for town wear" with our bootmakers, whenever we go out of town. To those of us compelled, as I am, to live largely at hotels and to be as much out of town as in it,

this scheme has come as a boon and a blessing. And naturally the tailors and bootmakers score in the long run quite as much as the hatters do.—London, England, exchange.

The custom of paying so much a year to one's tailor for keeping the clothes pressed and cleaned has been in vogue in Canada in a few places for some time, but the "free stabling," as our contemporary expresses it, has not been adopted. This consists of the tailor's receiving a certain sum per year, in return for which he keeps the clothes in good condition and insures them against destruction by fire or otherwise.

Canadian tailors say that such a practice might have the effect of making steady customers of those they deal with, but that it would not work so well here as in the Old Country. There the people are more conservative, and will remain with one house, while here they prefer to go from one tailor to another. No one would say, however, that the practice, if adopted here, would not be a success.

## NEW SAFETY WATCH POCKET.

On June 25 Mr. R. C. Wilkins, Montreal, received the Canadian patent on his new Safety Watch Pocket, whose merits were spoken of in the July DRY GOODS REVIEW. This gives him a free scope to push it as a "Rooster" brand novelty, and Mr. Wilkins is not likely to let his opportunity pass. It is without doubt a very strong feature, one that ought to immensely enhance the popularity of the whole range of "Rooster" goods. It has already been put on some overalls and trainmen's clothes, and wherever used, has been adjudged to be secure and convenient. Several dealers have already signified their intention of handling nothing but "Rooster" brand goods with this patent pocket. Next Summer's "Rooster" outing shirts, tennis coats, duck trousers, etc., will all bear this pocket, which will be for them an additional strong recommendation.

## A NOTE ON DUCK TROUSERS.

Let it not be forgotten that there are two kinds of duck—linen duck and cotton duck. The former looks smoother and whiter than the other, and it is certainly cooler, but the rapidity with which it creases and gets out of shape is "quite frightful to see." Cotton duck, if it does not look quite so well, and cannot be made by the laundry iron to show a polished surface, hangs better than linen duck, its weight being greater and the disposition of its threads more flexible. Creases in cotton duck can be pressed out in a night by a trousers-presser. Creases in linen duck can only be taken out with a hot iron.

## NOTES IN THE WOOLLEN DEPARTMENTS.

The woollen department in Wyld-Darling Co.'s is now in the best of shape for showing goods, the stock being all in, and an inspection is invited. A special here is a line of fancy worsted suitings of good value and live selling patterns.

The Gault Brothers Co., Limited, tailors' trimming department is complete in all lines. It is ever their aim to avoid running short of linings. By keeping a full stock always on hand they realize they can keep their customers. Their orders by mail are increasing constantly, and well they might, for they have the particular attention of the head of the department.

"Belwarp" linings are meeting with great favor, and from the way customers are buying sample pieces, an enormous business in them is assured. Every piece is guaranteed, and no piece



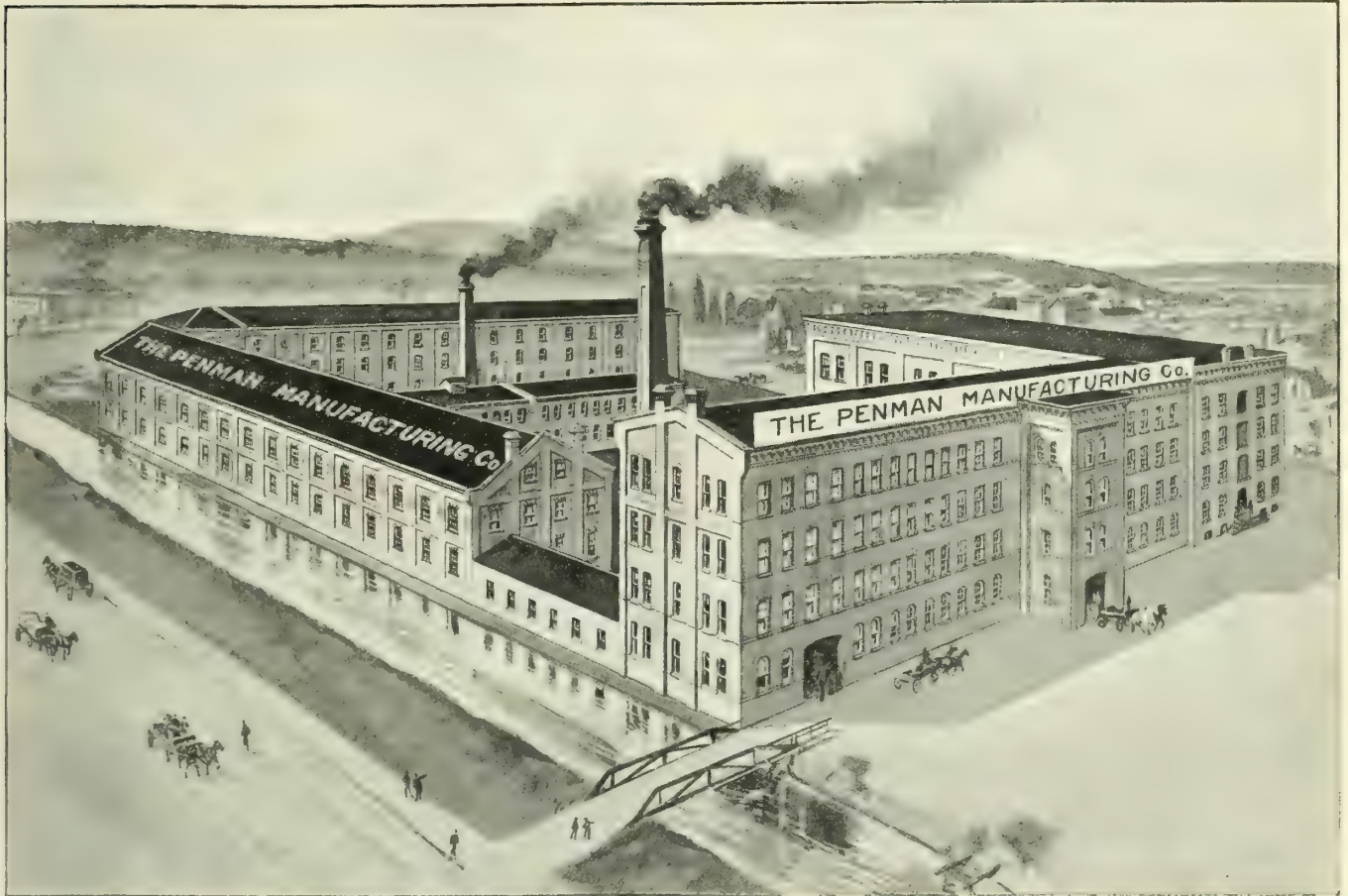
# The Penman Mfg. Co., Limited

HEAD OFFICE at PARIS, ONTARIO, CANADA.

Mills at Paris, Ont., Thorold, Ont., Port Dover, Ont., and Coaticook, Que.

Manufacturers of all kinds of Knit Underwear, Ladies' Seamless Hose, Men's Half-Hose, Sweaters, Top Shirts and other Specialties.

**THIS IS OUR MILL NO. 2.** The output of this mill is confined exclusively to **FLAT-KNIT** underwear.



**ALL SIZES** and many qualities and styles in **SHIRTS, DRAWERS, COMBINATION SUITS AND NIGHT ROBES**, for **LADIES, MEN** and **CHILDREN**. **ALL WOOL, COTTON AND WOOL, SILK AND WOOL, SILK** and **COTTON** and **ALL COTTON**. Great variety in patterns and coloring. From coarsest to finest gauges. **PLAIN, STRIPED** and **FANCY KNIT**.

**SPECIAL MENTION—FINE NATURAL WOOL UNDERWEAR**—No dye or other coloring matter used in this line—**PURE, SOFT** and **DELIGHTFUL TO WEAR**. In several weights and all sizes.

**FINE BALBRIGGANS** for **SUMMER WEAR**—Many qualities and styles—Fashionable patterns and beautiful colors—Examine the perfect fabric in these goods.

**SWEATERS—MEN'S** and **BOYS'**—Great range in quality, weight and pattern. **PLAIN** and **STRIPED**.

Ask to see our lines of Unshrinkable Shirts and Drawers.  
They are sold with our guarantee.

**NOTE**—Each one of our mills devoted to a **PARTICULAR KIND OF KNIT UNDERWEAR**. The **WHOLE TIME** of our experts given to their **OWN PARTICULAR WORK**. **OUR GOODS SHOW THE RESULT IN PERFECT KNITTING, FINISH** and **STYLE**.

**WRITE OUR AGENTS** for samples and prices. **OUR GOODS** are **LEADERS**.

Our Sole Representatives:

**D. Morrice, Sons & Co.,**

MONTREAL, QUE.

TORONTO, ONTARIO, CANADA.



“The true course of business to-day is direct from  
Manufacturer to Retailer.”

WE INVITE THE

# Retail Merchants

— of Canada —

to call and see us when in Toronto for  
Millinery Openings and Exhibition, re-  
garding their further requirements in

**HOSIERY AND UNDERWEAR**

for present Autumn Season.

The Kingston Hosiery Co., Limited,  
Kingston, Ont.

S. Lennard & Sons,  
Dundas, Ont.

The Goderich Knitting Co.,  
Goderich, Ont.

**THE**  
*Richard L. Baker Co.*  
THE HOSIERY AND UNDERWEAR  
AGENCY OF CANADA.

MILLS SELLING AGENTS

28 Wellington St. West, TORONTO.

## The C. Turnbull Co., of Galt, LIMITED.

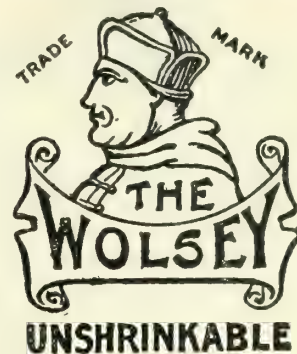
Our representatives are now on the road with the largest and most complete range of samples in Ladies', Men's, Children's and Infants' Perfect Fitting, Ribbed and Full-Fashioned **KNITTED UNDERWEAR** we have ever had. Do not place your orders until you have seen them.

**The C. Turnbull Co.,**  
of GALT, Limited.

GOULDING & CO.,  
27 Wellington St. East,  
TORONTO.

JOS. W. WEY,  
7 Bastion Square,  
VICTORIA, B.C.

## What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable. . . . .

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

# THE WATSON MFG. CO.

Limited

PARIS, CANADA.

Manufacturers of

**Ribbed Knit Underwear  
for Ladies and Children**

SOME OF OUR LINES :

*Derby-Ribbed Underwear*  
*Plush-Ribbed Underwear*  
*Swiss-Ribbed Underwear*  
*Pure Wool*  
*Unshrinkable Underwear*  
*Corset Covers*  
*Equestrians*  
*Combinations*

**Perfect Goods.  
Quick Delivery.  
Reasonable Prices.  
Write for Samples.**





**CLOTHING AND WOOLLEN TRADE.—Continued**

is passed that is not absolutely perfect. These goods supply, therefore, a long felt want. The tailor has no fear in putting these linings in a garment. He won't have his customers coming back after wearing a coat for a month with the lining all torn or worn.

John Macdonald & Co. have procured some special stock lines in 56 in. mixture serges and mixture worsteds to be offered under regular prices. Some low-priced Canadian tweeds are another snap. The makers of "Belwarp" serges are now making 54 in. Italians and mohair serges, and these are now included in a full range of the "Belwarp" goods.

The W. R. Brock Co., Toronto, have a special lot of 500 pieces of 3-4 Canadian tweeds to sell under mill prices. A special in black venetian for ladies' wear (A 10,017) will retail at \$1.25.

**THE OUTLOOK IN WOOLLENS.**

Buyers who have lately returned from the British market give an interesting account of the outlook in the woollen trade. The market is still in an unsettled condition, and, although low-priced worsteds and serges have not been so cheap for years, fine Botany and merino wools have shown a slight advance at the last London wool sales, and, it is probable, that from now on prices will settle down to normal conditions. There probably will not be higher or cheaper goods for some time to come.

Talking to Mr. Begg, buyer for John Macdonald & Co., THE REVIEW was informed that a good many of the worsted mills feel the loss of the American trade, as the duty is nearly prohibitive. To counteract this, however, many of the mills are working on large army contracts. "Notwithstanding the account from some," he said, "that Britain is being outclassed by others, there are few industries that are not busy, and the British people are not so slow as many would make us believe."

For the coming Spring trade the indications are that for suitings stripes will be popular. Many plainer makes of tweeds will be worn in place of worsteds, and tweeds, both in stripes, mixtures and overchecks, will take precedence to fancy worsteds. For ladies' tailor-made costumes, homespun, plain broadcloths and venetians will be the correct thing. In colors, grey is still popular, but for Spring a good many subdued green and brown mixtures are being shown.

"In suitings," said another buyer, "for Spring I expect fancy worsteds in stripes and checks, principally greys. There is a slight feeling for brown. Tweeds in good quality will be wanted for the better trade—browns, brown mixtures, stripes and checks. As to overcoatings for Fall, grey cheviots have the call, as also waterproofed coverts. As to Winter overcoatings, grey cheviots and llamas, in oxford and cambridge shades, in both plain and herringbones, will be all right. Of course, the beaver and melton trade will hold its own."

**ENGLISH CLOTHING AT PRESENT.**

The novelty of the new chesterfield consists of the arrangement of seams. So says Minister's Gazette of Fashion. The ordinary easy-fitting front is produced, but instead of the side seam coming immediately under the arm, it is brought forward and starts from the forearm pitch with a gentle curve, passing the pocket mouth and terminating at the bottom parallel with the front edge. This may be double-stitched or strapped to correspond with the back. The back has a seam under the strapping and is made loose like an ordinary Raglan skirt.

The pocket may be put in independently of the sideseam, and the sideseam may be placed in the usual way with only a strapping or a double stitching up the front and into the forearm pitch. The easy hanging style of the garment can be readily secured without a sideseam by adding the spring on the back, which is, perhaps, the best style. The cuff is about 4½ in. deep.

The most up to date ulster is made double breasted, buttoning five on each side, with a moderately smart turn of the lapel. The orthodox pockets and flaps have given way to the vertical pocket, which seems to have won universal favor. The garment is made very roomy, with plenty of width around the bottom. As a rule, these coats are lined with a soft flannel or tweed to enable the wearer to walk with freedom and comfort. On account of the length of the coat there must be considerable width below the waist. The back is cut without a seam, but very easy. The sleevehand is made up with the usual double stitching, and good-sized horn or vegetable ivory buttons set the garment off. A cap is usually made to wear with the overcoat from the same material.

While it has been demonstrated beyond a doubt that 90 miles an hour can be accomplished on a motor car, as was the case in the famous "Paris to Berlin" trip recently, this terrible speed on a public thoroughfare is not likely to be permitted again, though the fact remains that if any such speed is attained the driver of the car must be clothed in wind-resisting garments. Soft leather has become, by common consent, the most approved material for the purpose, and, though it lacks appearance and does not lend itself to any form of ornamentation, lined with wool and buttoned well up to the neck, it is everywhere adopted. The cuffs are made windproof by elastics in the sleeve lining, as in hunting coats, and the knickers are full and ample in the leg, with the ordinary three-button band. The edges of the coat are stitched half an inch from the edge by bringing the facing over and stitching it through the shape of a braid. The same method is adopted with the two flap pockets on the hips. The peaked cap completes the costume.

In the fashionable material for tweed suits, the distance between the vertical stripes is great and the stripes themselves are made more conspicuous by a herringbone effect and a cross weave. As for style, the opening at the top button is fairly high, the front buttoning four and the bottom rounding a trifle. Two hip pockets and flaps with a ticket pocket are also worn. The vest is an ordinary single-breasted, no-collar, just showing round the break. The trousers are made 17½ at the knee and 16½ at the bottom; some prefer them 18 and even 18½ at the knee. The coat sleeve, it will be noticed, is not so wide as formerly. A row of stitching defines the cuff and three buttons give the hand of the sleeve a finish. These coats are made quite plain in the shoulder, being neither wadded nor padded, but fitting to the actual shoulder.

**SALE OF CALDER CLOTHING STOCK.**

A sale which has attracted more than usual attention in clothing circles is that of the large and splendidly assorted stock of Messrs. John Calder & Co., Hamilton, which was purchased by Messrs. Coppley, Noyes & Randall, of Toronto, and which is being offered by them at the Hamilton warehouses at sweeping reduction prices. The cheap fares to the Pan-American and Toronto Exhibition will doubtless attract many buyers to stop off at Hamilton and take advantage of some of these bargains. Orders by mail will also receive prompt attention.

# THE CANADIAN WRAPPER MFG. CO.,

411 St. James St., MONTREAL.

We are now showing full lines for Fall Trade, and our Spring Samples are also ready. Our travelers will start out about the 20th with a full range of samples. If you would like to see our Fall range, and our representative does not see you, drop us a card and we will arrange to show samples.

We extend a hearty invitation to the trade who come here for the Millinery Openings to visit our sample rooms.

Special Attention Given to Mail Orders.



## Eureka Elastic Fastener

To hold the skirt  
To fasten the coat collar  
To hold curtains  
To fasten the trousers for bicycle  
And many other useful purposes.

SELLS QUICKLY AT SIGHT.

Can be had from all leading wholesalers. Ask for them. Prices moderate. Manufactured in black, gold and silver.

**Greeff-Bredt & Co.**

Button Manufacturers TORONTO.

## SHAPE MEANS PROFIT.

The shape of a garment means everything to the customer. Good shape gives the dealer future profits. Northway garments have shape, and hold their shape until worn out.

A Northway stock of Jackets and Suits will stand the showroom wear-and-tear—they are so carefully shaped. They will sell easier to the customer because of their looks. The customer who wears them gets the supreme satisfaction of wearing a garment that will keep its looks through snow and rain—a garment that will not pucker and sag—that will ever be attractive.

The shape of Northway garments means future sales for the dealer. It costs the dealer nothing extra. It is the result of careful selection of cloths and linings, honestly put together, in suitable designs. But every season each retailer sells *more* garments. The shape has built the dealer's sales.

This season, for Fall, we have over two hundred numbers to show. We have sold more Northway garments than ever before. We have moved into an immense new building. The goodness and shape have built it for us. We will be glad to see you in the "New Home for Northway Garments." Make it your headquarters.

**JOHN NORTHWAY & SON, Limited**

91 and 93 Wellington Street West

Shape-Keeping Garments

...TORONTO.



**ADVERTISING IN WESTERN CANADA** will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by

**THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.****LABELS** Any Shape  
1 to 17 Colors  
Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

**LEVY & CO., Printers TORONTO****THE CANADIAN  
PRESS CLIPPING  
BUREAU**

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade; pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

**THE CANADIAN PRESS CLIPPING BUREAU,**232 McGill Street,  
MONTREAL.10 Front St. East,  
TORONTO.**Wreyford & Co.**

Romain Building, TORONTO

**Wholesale Men's Furnishings.**

SOLE SELLING AGENTS FOR

**DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,  
FLEECE SLIPPERS, and Other Specialties.**Dr. Jaeger's is still the "STANDARD UNDERWEAR of the WORLD."  
It maintains its excellence.

Favorable terms quoted to the trade in towns unrepresented.

The "Gradient" Cycle and Golf Hose.

The New Strap Legging—Stohwasser's Licensee.

Dominion Agents for English Manufacturers:

**Young & Rochester**In **WHITE SHIRTS**

their "Kudos" and "Biz" are lines that every Furnisher should stock, they retain customers.

**NEW COLLARS**—"His Majesty" and "Duke of York."

Place Orders Early.

**NOVELTY NECKWEAR**—The "Badminton" is the latest.

Send for Samples.

Anderson Zephyrs for 1902, ready this month.

**Tress & Co.**

HIGH-CLASS

**HATS and CAPS.**

Among English Hats the "TRESS" brand has an enviable reputation.

Their Silk Hats on cork bodies combine comfort with style.

For popular prices, with style, you must have their "WYVERN," at 40s. unlined, 45s. lined.

Call at above address, or arrange for our travellers to call.

Fall Samples now Ready.

THE

**CANADIAN COLORED  
COTTON  
MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO**DYEING  
DRY GOODS AND MILLINERY**

Dress Goods, Cloth, Tweeds, Drills, Ducks,

Cottons and Velveteens,

Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

**Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.**

All work guaranteed unequalled. Send for Price List.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.

158½ King St. West, Toronto.

123 Bank St., Ottawa.

47 John St., Quebec.

**The Celebrated****P.D.****CORSETS**

are still

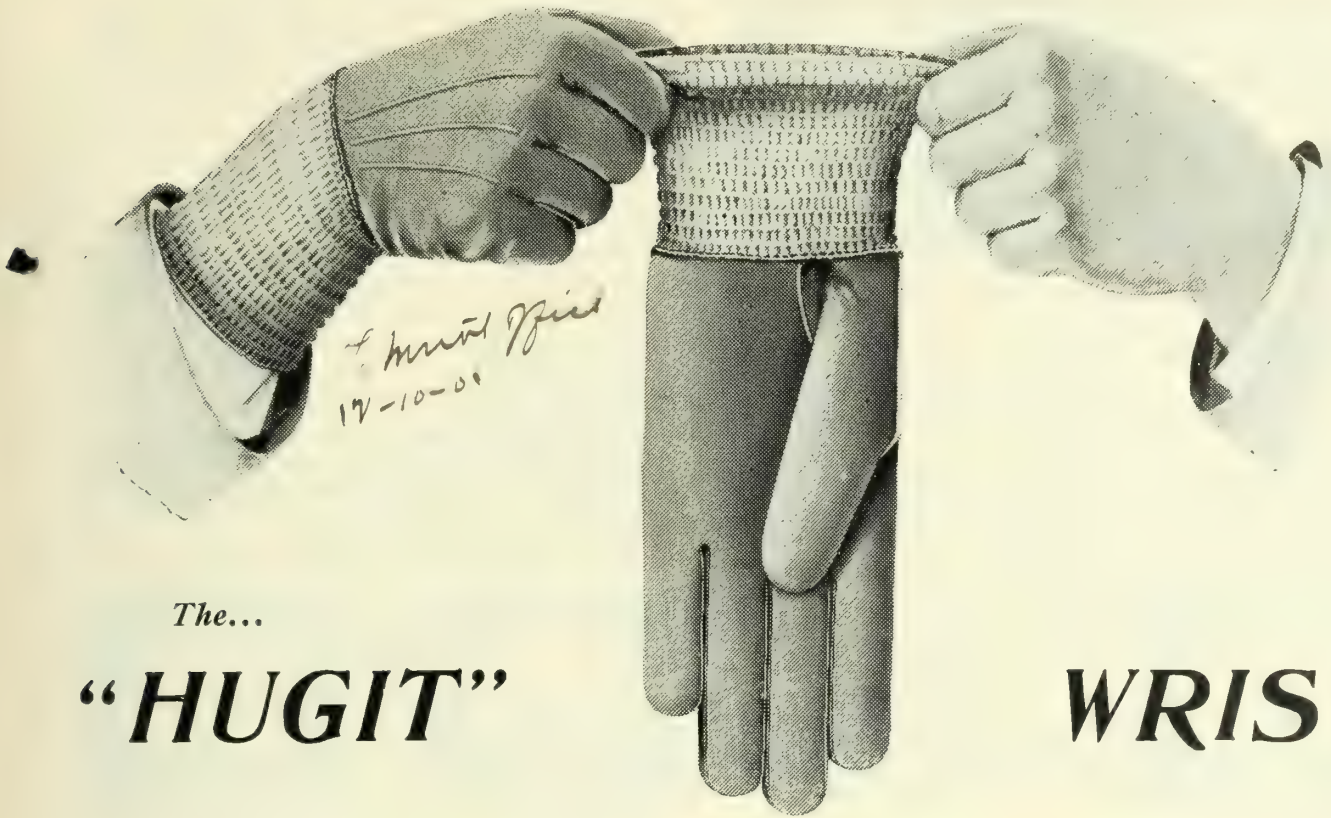
**In the Lead.**

The new styles of P.D. straight-front Corsets should be in the hands of every enterprising merchant. For scientific cut, quality of materials, finish and workmanship P.D. Corsets have no equal on the market. Sample order solicited.

**KONIG & STUFFMANN**

Sole Agents for Canada.

11 Victoria Square, Montreal.



The...

**“HUGIT”**

**WRIST**

*Made solely in Hudson Bay Knitting Co. Gloves and Mitts.  
Patented and controlled exclusively by the H.B.K. people.*

*The “HUGIT” Wrist is the warmest mitt or glove wrist in existence.*

*Made of pure wool attached to the palm and back with an elastic stitch that prevents puckering or wrinkling.*

*Adheres closely to the wrist, no matter what position it may be in.*

*Will wear as long as any mitt ever made, will keep the wrists warmer than any other wrist, is the best selling, most satisfactory wrist on the market.*

*Ask H.B.K. travellers to show you the “HUGIT” Wrist.  
Don't forget to order an assortment.*



*Hudson Bay Knitting Company*

*30 St. George St., Montreal.*





### The Canadian Hat Trade.

The trade in straw hats during the past month has been an exceptionally large one, and though, now that the first rush of business is over, it is not so great, still there is likely to be a pretty fair trade, probably better than usual, up till the end of the season.

Dealers are commencing to cut down on their straws, and prepare to clear out. Some of them are making pretty big reductions. Dineen, the big Toronto retailer, is selling the \$2 and \$2.50 Pan-American, an ordinary rough straw, for \$1, and the Porto Rico Panama, fedora shape, which has been in such heavy demand this season at \$5, for \$3.50 and \$4. A general cut is being made all around, which is, no doubt, furthering the sales.

For the young men's trade, the rough straws with two or three thicknesses of brim are the best sellers. Those with the single thickness are good property, but the others, being newer, take better.

The alpine or fedora shapes are preferred by middle aged men, and continue to sell in large numbers. The bands are in nearly all cases black. A few rough straws in this fedora shape are also sold, but they are not as well liked as the Porto Rico Panamas. More than the usual number of genuine Panamas, running up to \$12, are being taken by the best class trade.

Greys in straw hats are poor sellers.

Felt hats, considering the hot weather, are going moderately well. This applies only to soft hats, of course; stiff hats are in demand from a certain trade which takes nothing else, but apart from that there is scarcely any call for them. Hatters are looking toward the Fall season, confident of a big trade. The trade will likely open as early as ever, probably at the end of August. There has been such a demand for straw hats that very few people bought felt goods, and the Fall trade in these lines is likely to come with a rush, and be a larger one than usual.

The stiff hats for Fall, in the opinion of leading dealers, will be a more medium shape and size than the Spring goods. The flat, freakish shapes are apparently not holding on very well, and in their place hats with fairly full, round crowns, and well rolled brims, not much drooped in the front and back will be worn. The bands are possibly a little wider.

This new hat is one of the most difficult to make properly, as when the brim is given much of a roll the tendency is for the front and back to droop very much, and this has been overcome in the making of the new hat.

Black will be the best selling color, but it is expected by some dealers that more dark browns will be worn than for some seasons.

The present Duke of York style is not thought to be good for Fall, though it is said that something after the same shape and under different names will be shown. Probably there will not be such a demand for it, as the great popularity of Duke of York and similar styles made those rather common.

A few manufacturers will perhaps show the King Edward stiff hat again for Fall. It may be slightly modified, but its general appearance, a very round crown with brim turned up close to the crown, and dipped front and back, will be much the same. This hat had not a great sale in the Spring.

In soft hats whatever are selling, are greys and steel. The latter have either self-colored or light grey bands. The greys are usually worn with self-colored bands, though a number with black bands may be seen. A few light brown goods are moving.

Golf shapes with wide brims and two-inch bands continue to sell as well as the best, and will keep moving until well into the Fall. The soft hat in the Duke of York effect went fairly well in Spring and may do so for the coming season, though, perhaps, under another name. A good many hats with untrimmed edges slightly turned up are selling.

Mottled camping hats are in great demand, and have been all through the warm weather. They are worn more than usual this year.

A big tourist trade is expected during August.

### The Trade in Furs.

The fur trade is expected to be a brisk one this year, and the new styles and combinations include some very effective designs. Sealskin has a good chance of unusual popularity this year as, while some other furs have advanced, there has been no rise in the price of it, and a good sealskin coat can be got this year for \$200.

Persian lamb, in all grades, has advanced. Good skins have gone up 50 cents each, which would mean about \$7.50 more to the cost of a coat. As this is generally one of the best lines in the fur trade, some difference will be experienced in the sales, though even at the advanced price Persian lamb may be looked upon as a good seller. A poorer class of goods may be taken, for the grading of the skins is lower. Even when more money is paid a lower grade may be obtained.

Grey lambskin for jackets will not be used.

Electric seal will have as great a run as ever—possibly a greater.

Jackets will be of a somewhat different shape this year, though the lengths will be about the same, 22, 24 and 26. Elderly ladies may sometimes wear a longer style.

The prevailing trimmings for collars and revers tend to run on mink, martin, sable, chinchilla and ermine.

Collarettes will be still extensively worn in the same furs as last season.

Long boas in various lengths, some reaching to the bottom of the dress, will be good in dark furs, like bearskin, fox, sable, etc.

Long wraps for street wear, lined with fur and with fur collars and revers, may be counted upon to sell well. The cloth outside will be in melton or covert cloth, in navy or royal blue, black, pearl and silver. These are regular automobile coats in shape, and are very stylish. Dineens show them lined with squirrel, hemster, mink, civit cat and various other furs, to sell from \$40 up to \$125.

### A Western Man's View.

Mr. A. B. Cohen, one of the style designers of Messrs. Gunbee & Sons, Chicago, Ill., was in Montreal during the past month, and THE DRY GOODS REVIEW had the pleasure of an interview with him upon the tendency in hat fashions.

"For Fall," said Mr. Cohen, "stiff hats will be higher. The Duke of York hat, even though it will no longer be worn

*We have pleasure in announcing to the trade that our lines of*

# Staple Lines in Furs,      Fur-Lined Garments, Opera Wraps and Novelties,

*are most complete, stylish and up-to-date, and are sure to meet with popular approval. Our prices are right. What are your requirements?*

Estate Late \_\_\_\_\_

**J. ARTHUR PAQUET,**

**Quebec, Que.**

SAMPLE ROOMS { 5 Victoria Square, Montreal.  
54 Bay Street, Toronto.

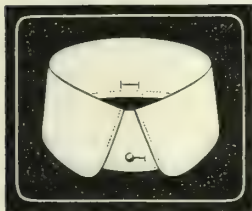
Main Street, Winnipeg.  
338 Hastings Street, Vancouver.

## **MEN'S AND WOMEN'S COLLARS.**

Per doz., 75 cents; Cuffs, plain, \$1.10 per doz.; Links, \$1.15 per doz. 25 per cent. saved by buying from us. 56 styles men's and women's collars.

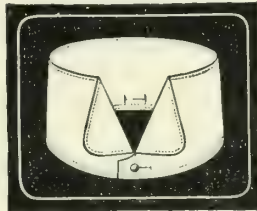
**NOTICE—** All our collars are LINEN-FINISH REECE, RAISED EYLETTED BUTTONHOLES. Workmanship and laundry work guaranteed.

**DAWSON.**



Front 2 1/4 in. Back 1 7/8 in.

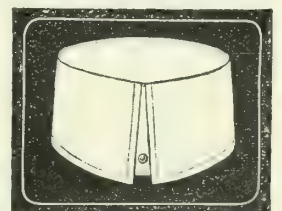
**SKAYUGA.**



Front 2 3/4 in. Back 2 1/4 in.



**OSCEOLA.**



Front 2 1/4 in. Back 2 1/2 in.  
Extended Band.

NEW YORK OFFICE—721-723 Broadway.

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ATLANTA OFFICE—303 Equitable Bldg.

Write for  
Catalogue.

**GOODMAN MANUFACTURING CO., 2743 Fifth Avenue, Troy, N.Y.**

The **BISHOP** NATURAL  
LEATHER

# Fur Robes and Coats

**GUARANTEED**

to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of Canada and the United States.

# THE J. H. BISHOP CO.

IMPORTERS, DYERS, SKIN DRESSERS  
AND MANUFACTURERS,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.



**HATS AND CAPS—Continued.**

in extreme form, has left its mark on styles, and the tendency is now to a higher block, in many cases square. In Chicago we predict a sheer breakaway from the low-crown effect.

"As for next year's Summer hats, we find it a little early to gauge precisely what style will predominate. In straw hats this year the run has been on 'triple-brims' and fedoras—imitation Panamas. It seems to me that these Panamas are going to be stronger than ever next year, while 'triple-brims' will be a back number. There has been an exceedingly heavy run on the broad-brim pearl felt in the United States during the past few months; in fact, the manufacturers have not been able to cope with the demand. The run on this style would not appear to be past."

**The United States Hat Trust.**

A hat trust is believed to be in process of formation in the United States. The new concern, which will probably be known as the United Hat Manufacturers of the United States, is to be capitalized at \$20 000 000.

It is understood that those who favor the combination are: Dunlap & Co., and E. M. Knox, New York; Corfet & Knapp, Danbury, Conn.; Waning Hat Co., Yonkers, N.Y.; James Marshall & Bros., Fall River; and E. B. Connett & Co., of Orange Valley, N.J. There are a number of accessories to the hat trade which could also be included, such as box-making, printing and label stamping, etc., at present very extensive to the trade.

The underwriting syndicate, it is stated, is prepared to finance the company. The capital stock will be divided into

preferred and common. The preferred stock will be given for the plant and machinery and assets; the common stock to be distributed on the basis of average net earning power.

The principal centres for making hats are in Philadelphia and Reading, Pa.; Orange Valley, N.J., and Danbury, Conn.

**A Fur House.**

It may seem early yet for the retailer to talk about furs, but the members of the trade are fully alive to the fact that Fall will soon be with us and that "Our Lady of the Snows," the title which outsiders have been pleased to style us, will soon be with us again. To the well-dressed lady or gentleman there is nothing nicer than good furs, and they contain the qualities of comfort and elegance of appearance which make them always most popular in season. Canadian furs enjoy an enviable reputation, and often visitors to Canada from the United States and other outside places purchase their Winter garments here. The enterprising merchant, therefore, must keep his stock in this line well assorted and up to date if he wishes to enjoy an increasing trade. The styles this season have undergone a number of changes, which have been dealt with elsewhere. The well-known wholesale house of Brereton & Manning, 52 Front street west, Toronto, are, as usual, stocked with a magnificent line of furs in all the latest styles. They have long enjoyed the reputation of carrying one of the fullest and best-assorted stocks of any wholesale house in Canada, and this year is no exception to the rule. Merchants who are interested in goods of this sort will do well to call at their handsome warerooms when in Toronto. All will be made welcome. Or, if not able to call, communications by mail or an order placed with their travellers will receive equally prompt attention.

# Fall Catalogue

Our Illustrated Catalogue of

## HIGH-CLASS FURS

of our own manufacture is now ready for mailing.

A copy is indispensable to your business. If you have not received one, drop us a card.

# James Coristine & Co.

62 and 64 McGill Street,

MONTREAL.

Our Travellers are now on the road with a full line of Fall Samples. They carry some **Exclusive Lines.**

It will pay you to inspect them before placing orders. No better values will be offered to the trade by any house this season.

# EDGAR, HATS and FURS CORISTINE & CO., 517-519 St. Paul St. MONTREAL.

Special attention given to letter orders.

Successors to GREENE & SONS COMPANY.

## THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

### MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

## WESTERN ASSURANCE COMPANY.

Incorporated  
1851

**FIRE  
AND  
MARINE**

Head Office  
Toronto,  
Ont.

Capital Subscribed - \$2,000,000.00  
Capital Paid Up - 1,000,000.00  
Assets, over - 2,320,000.00  
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

## TORONTO EXHIBITION

August 26th to September 7th, 1901

\$65,000 Premiums and Attractions \$65,000

Naval and Military Displays Daily

BRILLIANT SPECTACLES

Bombardment of Taku Forts by International Forces

Greatest Live Stock Show on the Continent. All Our Country's Resources

Novel and High-Class Entertainment Features

MILITARY TATTOO, AUGUST 27th

Great Reunion of Canadian Old Boys and Old College Students

TUESDAY, SEPTEMBER 3rd

Reduced Rates All Lines of Travel

ANDREW SMITH, F.R.C.V.S., President

H. J. HILL, Manager

TORONTO

## GRUBOC COLLAR CANVAS

IS THE  
**BEST**

FOR SALE BY ALL WHOLESALE DEALERS.



## FOR SALE

## Straw Hat Works

QUEBEC, CANADA.

59 Sewing machines, 3 Hydraulic presses, 3 Tip machines, and many other machines; all tools for the manufacture of straw hats, everything new; abundant water supply; excellent shipping facilities; cost of operating small.

Surrounded with cheap labour; large two-and-a-half storey building, fully equipped with engine and steam power; immediate possession. For further particulars apply to

Estate **J. Arthur Paquet**

Quebec, Que., Canada.



# CARPETS, CURTAINS AND WALL PAPERS

THE CANADIAN TRADE.

FROM all accounts the carpet trade is healthy at present. The Fall months are good ones for the retail dealer and the general prosperity of the country warrants the hope that he will do one of the best Fall businesses on record. The months of August and September bring many merchants to the principal cities and wholesale houses expect to do a brisk house trade. The bulk of the orders are already placed, but the sorting season is on, and this generally swells the sales of the wholesaler considerably.

There is a distinct tendency toward better goods. There is also an expanding trade in rugs and floor squares, showing that the idea of laying down an expensive floor and covering it with rugs or squares is growing. This is a profitable end, and where a customer is rich and able to afford hardwood floors, the fad may be encouraged. But in the vast majority of cases carpeted floors will continue the rule, so that no fears should be felt for the sale of piece goods.

For sorting trade there are some nice lines of curtains, quilts, rugs, portieres, etc., in the market, and the out-of-town dealer will do well to keep an eye on stocks when he visits the cities this and next month.

## TRADE CONDITIONS IN THE STATES.

Hot weather interfered with the carpet trade in the United States in July, but business is reported good in bulk. Carpet mills have been busy. The Carpet and Upholstery Journal says that the present year has been a prosperous one for the country at large, and, unless the injury done to Western crops by the terrific heat spells and drought and the enormous strikes in the steel and iron industries should have more effect than is calculated on, the carpet and upholstery business should experience the heaviest amount of Fall trading which has taken place for many years.

In linoleums, The Carpet Trade Review says several leading linoleum manufacturing concerns have issued notices to the trade to the effect that all quotations on linoleums had been withdrawn, and that prices for duplicates and new orders would be furnished upon application. The new quotations take the form of reductions in discounts to the extent of about 7½ per cent.; but as this change is very far from meeting the great increase in the cost of the raw materials of the trade, a further and material advance in linoleum prices may be expected, and it is believed that the manufacturers will soon come to a mutual agreement on this point.

## LINEN TAFFETAS IN BEDROOMS.

The popularity of linen taffeta seems to be established. It is one of the prettiest of the many inexpensive materials used for home decoration. It has the appearance of tapestry, and is manufactured in the most artistic designs. Bedrooms are fitted up entirely with this fabric in delicate tints.

The walls are hung with it, windows and doors draped with it, while the carpet and toilet accessories harmonize in

color. From a sanitary point of view this is an excellent way of decorating a sleeping apartment. It is easily taken down, thoroughly aired and rearranged, with very little expenditure of time or labor. Being of linen, it is cool and also sheds the dust.

This material ranges in price from 85c. up per yard, 52 in. wide. Nearly all housefurnishing as well as department stores are showing this fabric, and find it most salable.—American Carpet and Upholstery Journal.

## NOTES.

The \$10,000,000 table oilcloth Trust referred to in this column last issue as being in process of formation in the United States has been established. It is called The Standard Oilcloth Co., and the officers are: H. M. Garlick, president; G. H. McKelvey, 1st vice-president; G. H. Hughes, 2nd vice-president; A. Hunsicker, secretary; F. H. Schmidt, treasurer. The new concern has advanced the prices of certain lightweight lines from 5c. to 7c. per piece.

As mentioned elsewhere, Michael Nairn & Co., Limited, oilcloth and linoleum manufacturers, Kirkcaldy, gave their employes, 1,000 in number, a free trip to the Glasgow Exhibition. The firm paid railway fares, admission to the grounds, and allowed the men 2s. and the boys 1s. each for dinner. All received also their full day's pay.

After a most successful Spring season, S. Greenshields, Son & Co. are showing some very special values in carpets and squares for Fall. In the latter, some pretty and attractive designs have just come to hand. They have just received a new stock of lace curtains, art muslins and cretonnes, and are offering some good values. In this department they are prepared for a good Fall season's trade, prices in all lines are right, and buyers would do well to see their goods before placing orders. Two very special lines of tapestry curtains in new patterns are of particular importance.

It is said there is likely to be a rise in the price of upholstery goods, such as curtains and damasks; 35 mills in Philadelphia are forming a combine. Goods have been sold at ruinous prices during the past year.

The season is one of special values. In the carpet department of the W. R. Brock Co., Toronto, were noticed the following: \$110, a 54 in. x 3½ yds. lace curtain to retail at \$1; W.R., a 11 x 4 white crochet quilt for \$1 retailing; in tapestry carpets three lines, F198, 200 and 201, will retail at 50c. The latest art shades in tapestry furniture coverings, reliable qualities, are shown for 50c. retailing.

Expecting a crowd of visitors during Exhibition and millinery-opening time, John Macdonald & Co. have their carpet, curtain, etc., stock assorted to the best advantage. Several items will catch buyers' eyes. In floor oils a nice range of 4-yd. wide goods is to be had. Some pretty things in antique effects in drapery goods are shown, including the new shadings in reds, tans, etc. Another shipment of 8-4 tapestry covers includes a cheap clearing line. Four cheap lines of jute floor rugs invite inspection. Lately, this department has introduced a Wilton hearth rug, four sizes, similar as to effective colorings, but lower in price than the well-known Dag-dag Wilton rug. A new lot of crimson rep, for church purposes, is to hand. Chenille table covers in several sizes include a 5-4 size at low prices. The range of tapestry portieres is extensive. The same is true of lace curtains. A complete stock of white patent satin quilts retails from \$1.50 to \$60. The better goods have embroidery work on them.



## ← CARPETS →

In this space we could not adequately describe all the attractive features about our carpets. But this we can say: In handling our lines of carpets the dealer is in a position to satisfy the demand in his town for really attractive, durable Brussels at moderate prices. We unhesitatingly maintain that your customers cannot get better value for their money. Of course you can do without our line, *but you lose money by doing so.*

**SEND FOR SAMPLES**

**DOMINION CARPET CO., Limited, Sherbrooke, Que.**

# W. TAYLOR BAILEY



Upholstery Supplies,  
Draperies Fabrics and  
Brass Goods,

MANUFACTURER OF . . . .

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

**27 & 29** Victoria Square, **Montreal.**



**CARPETS AND CURTAINS—Continued.**

Two lines of Chinese art furniture, imported direct, are decided novelties, stools and jardiniere holders. They are made of blackwood.

A taking steel wire mat is a novelty in the Canadian market this month and should go well. It is for use outside doors instead of cocoa mats. There are four sizes, retailing from \$1.25 to \$25.

NO. 20 ST. HELEN STREET, MONTREAL.

This is the new Montreal warehouse and office of Geo. H. Hees, Son & Co. They have outgrown their old quarters, 43 St. Sacramento street, and have just moved into the above large and commodious building, which contains over 20,000 square feet of room. Here they will carry in stock and fill orders from a much larger and better assortment of window shades and upholstery goods, such as furniture coverings, curtains, portieres, draperies, chenille goods, table covers, laces, fringes, tassels and a large assortment of lace curtains, also brass and wood curtain poles, trimmings, etc.

Customers doing business in the vicinity of Montreal should call on Geo. H. Hees, Son & Co. in their new location at 20 St. Helen street.

**GOOD APPOINTMENT.**

J. Sproul Smith, so well known to the Ontario trade, has been appointed representative of the Colonial Bleaching and Printing Co., for Toronto and the West, with offices at 71 Front street west, Toronto.

**CHEAP BELGIAN "WOOLLENS."**

It may interest American manufacturers to know that not many weeks ago I was shown in a large shipping warehouse in Bradford, several ranges of fancy woollen tweed mixtures made in Belgium, which fairly took my breath away. "Name the price," I said to my friend, and he quoted me 23c. per yard, 55 inches, 16 ounces, for a splendid fancy check fabric, well suited for wholesale clothiers. Just imagine this price for a nice attractive fabric which an inexperienced man on the street would take to be a good cloth! I analyzed it and found the fabric was composed of 75 per cent. of cotton, spun thick and twisted, and made to look really smart. Two more ranges were shown me, one at 28c. and another at 32c.; for the latter figure a fabric was shown which I for one would not be ashamed to wear on Bradford Exchange.—Yorkshire Correspondent, Boston Textile World.

**A RIPLEY FIRM SELLS OUT.**

Marquis Bros., general merchants, Ripley, Ont., have sold out to D. N. McDonald, formerly in business at Belmore. Marquis Bros. have been in business in Ripley about six years. C. E. Marquis, who has been the sole partner for the past four years, is enjoying a well-earned holiday at Pickering, his old home.

"I have always found The Canadian Grocer helpful to me," said Mr. Marquis, when passing through Toronto, "and not only to me, but to my clerks as well."

E. W. Patterson, formerly with Macaulay Bros., has bought a nice stock and opened a dry goods and men's furnishing store at 29 City road, St. John, N.B.

# Where do your Carpets come from?

And what do they cost?

Herein lies the success or the failure of your carpet department.

If your buyer is of the discriminating sort he will quickly appreciate the advantages of stocking our

## Brussels, Wiltons and Ingrains.

They are of the very best quality—in designs and colorings specially adapted to the needs of the Canadian trade, and don't lose sight of the fact that we can repeat any design on short notice. We make a special feature of "repeat orders," and ship goods with the least possible delay.

**GUELPH CARPET MILLS CO., *Limited***  
GUELPH, ONT.

The  
**WATSON FOSTER CO.**  
LIMITED  
MONTREAL



SILVER MEDAL  
PARIS 1900  
CHICAGO 1893

**WALL PAPERS**

1901-1902.

SPECIAL REPORTS FROM A  
MAJORITY OF OUR TRAVELLERS  
TO DATE SHOW THAT IN NO IN-  
STANCE HAVE THEY FAILED TO RETAIN  
AND GENERALLY INCREASE OUR TRADE  
WITH EVERY DEALER VISITED

PROVING OUR LINE OF WALL  
PAPERS, FROM BLANKS TO VARNISHED  
GILTS, TO BE THE MOST COMPRE-  
HENSIVE, WELL COLORED, AND

**BEST VALUE**

IN THE MARKET.



# Waists

Silk, Cotton, Flannel,  
Cashmere and  
Velveteen.

THE Spring and Summer trade for shirt waists is now practically over, although, strange to say, there are manufacturers still turning out white cotton goods. But it may be considered that the season is virtually over. And a good season it has been. Our factories all say that they have had an unusually good year and if one may judge from the appearance of the stockrooms very few goods will be carried over. Indeed, so successful has been trade in all grades of waists this Spring and Summer that the expansion about which we have been talking for 12 months is still going on. Again this month we see new machines being set up, new factories being erected and hear of firms looking for larger premises.



Shown by the Manhattan Silk Waist Company.

Certainly this business has come to stay and to cut an important figure in the dry goods business.

Speaking of Spring goods, we would say a word about those for 1902. Last Fall orders were being solicited from the trade for Spring goods as early as August. It was thought the shirt waist was an unchangeable article. That idea was forcibly dispelled. A diversity of opinion in regard to styles crept into the market and, in the end, thousands of dozens of "starched cuff" waists were jobbed off when the Bishop sleeve jumped

into the lead. To obviate this uncertainty it would be well for buyers, when placing advance orders, to select their cloths only, giving instructions to manufacturers to make them up when the style has been definitely settled. That will rid the retailer of the responsibility of forejudging the fashion. Designers are now busily engaged working out styles for 1902, and doubtless we shall be in a position about November 1 to give our readers correct information on this important subject.

The orders for Fall waists are coming in fairly well. We have heard some manufacturers complaining about the size of the orders, but if the member is there, the size will come. We would advise our readers, however, not to order too lightly. There is as much danger in overdoing this policy as there is in the other extreme. Give your customers a range to choose from and be always prepared for a seasonable rush. At least one heavy order can be given, then small sorting orders will keep your assortment in good shape. The styles are now well defined and henceforth waist selling for the Fall of 1901 is plain sailing. Only don't have so few waists that you are afraid to sell one, lest you will run out of stock. Be in a position that compels you to urge sales.

Probably the feature this month has been the run on waists buttoned in the back. As yet the demand cannot be pronounced strong, but in the most stylish centres there is a feeling that way. The purpose of the back-fastening is to give the front of the waist a longer appearance as well as to allow of greater elaboration in the front. Many women will complain of the inconvenience of buttoning a waist in the back, but nevertheless they are taking it both in the open buttoning style and the fly—generally the latter.

The advent of flannel waists to the front ranks has given the waist manufacturing business a great boom. The flannel waist does not come into competition with the silk waist, but serves to show how competent our modern workmanship is.

As for styles, there is not much new. The fashions we outlined in the last two issues of THE DRY GOODS REVIEW are now before the retailer and he may feel confident they are going to run for the next five or six months. Velveteen waists have not been manufactured in enormous quantities yet, but they are being ordered in small lots and fashion books say they will be asked for.

It is now high time that each and every dry goods store was establishing a ready-to wear garment department. What with silk, flannel, sateen, velvet, cashmere and cotton waists, tailor-made costumes, rainy-day skirts and underskirts, silk underskirts, not to mention whitewear, there is much to make one of the most important departments in the store. Moreover, the day is at hand when a complete range of these goods must be carried. This department, under a good chief, ought to make good money without coming into competition with the high-class dressmaking trade.

## CURRENT CHAT IN THE TRADE.

The travellers of the American Silk Waist Manufacturing Company have been on the road for some weeks soliciting orders on Fall samples. The range includes almost 140 samples and is probably the finest in its line ever placed before the Canadian trade. It includes silk waists in great profusion, waists of flannel and many other materials, tailor-made suits, coats and skirts of every description. In fact, it is complete in every line and should be seen by every merchant who carries ready-to-wear garments. So far the orders have been as heavy as the outlook warranted, which is saying



## The New York Silk Waist Mfg. Co.

10 ST. HELEN ST., MONTREAL.

The only exclusive Waist  
House in Canada.



Have you seen our range of

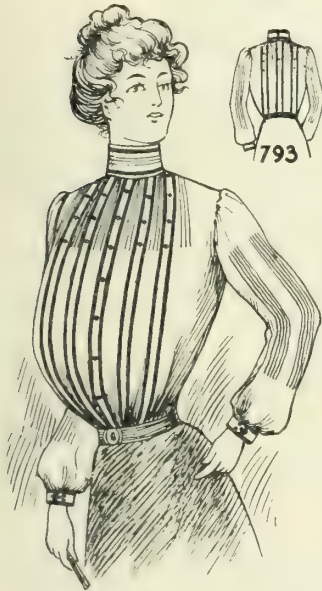
SILK  
SATIN  
TAFFETA  
FLANNEL  
VELVET

## WAISTS?

We are confident that if you will start with us you will see a marked increase in the sales of your Waist Department that will convince you that you are with the right people.

**793**—Best French flannel, tucked front, back and sleeves. Body yoke style in cluster tucks. New tucked Bishop sleeve, waist all tucked in baby ribbon.

**\$2.00**



a great deal, and the staff is now busy executing them. During the month the sample and dressing-rooms have been fitted up and the machinery installed in the new flat, giving the management and employees every facility for turning out their Fall goods in high-class style.

Tooke Bros.' shirt waist department is clean, practically every dozen of Spring and Summer shirt waists are sold, and, to use a nautical term, their "decks are clear and ready for action." We have been shown some of their new cloths now being made for 1902; many of them are exceedingly attractive and all entirely new. No goods will be cut for the coming season until the style is definitely settled. With no old season's goods on hand and the determination not to be too early in cutting up their cloths, their position to produce only the newest effects ought to be unique.

The New York Silk Waist Manufacturing Co. are in every way satisfied with this season's Fall trade so far as it has gone. "Shield" brand waists have already made a reputation for themselves in quality, style and fit. This firm have lately made an important addition to their machinery plant and orders can now be filled in 5 to 15 days, although they would advise the trade not to rely too much upon having their immediate wants supplied late in the season, as there is bound to be a huge rush for waists when the time comes to wear them. Quite a few requests have been received for waists buttoned down the back, but this firm, while able to fill orders for such, advise caution, fearing their inconvenience to the wearer.

Tooke Bros. report a very large increase of orders for better goods in waists. Instead of there being a battle royal, as it were, between silk and flannel waists, they seem to go hand-in-hand. Despite an early evidence of a large increase

## Merchants!

You **SAVE MONEY** by using

## KIRK'S PATENT

## ..HAT AND CAP RACKS.

They Display Most Exquisitely  
**HATS AND CAPS, DRY GOODS and  
GENTS' FURNISHINGS**

and, in doing so, take up no table, counter,  
or floor space.

DROP A CARD FOR ILLUSTRATED BOOKLET TO

**E. J. KIRK,** BRACEBRIDGE,  
ONT.

in French twills and other flannels, there is no diminution in the demand for silks. Every indication points to a much larger business as the buying for Fall and Winter progresses. Too much cannot be said in praise of the designer's efforts. The waist of to-day is beautiful, artistic and meritorious in every way.

Stewart, Allan & LeMaistre report that they will have their range of Fall samples to show the trade about the middle of August. It will comprise the very latest designs; no money or time has been spared in their execution. The styles they show are their own, and they claim they shall exceed anything hitherto shown in the Canadian market. The American market demands one style of waist, the European another, and the Canadian trade have the advantage of selecting the best points in both foreign and American styles, the combination of which enables the alert Canadian manufacturer to place on the market "up-to-the-moment" waists. Stewart, Allan & LeMaistre claim their policy is to be distinctly Canadian, and wish their present and future clientele to understand that they are Canadian manufacturers with Canadian ideas. Every style and article exhibited is the best that can be procured from their own designers and workpeople. Mr. LeMaistre, who has charge of the waist department, says: "We expect to do as good a trade in Fall and Winter waists as we have in Spring and Summer; why, we have a demand every day for new Summer goods, and, although it entails no end of work, we were made to realize the importance of giving people exactly 'what' they want, and, above all, 'when' they want it. We have orders on our books that will take us into the middle of August to execute, in white goods only."

The Manhattan Silk Waist Co. have now been in operation only six weeks, yet the management are inundated with more



orders than they can conveniently fill—a tribute to the excellence of their productions, even at this early stage of their existence.

This firm aim at creating exclusive designs and at making them out of exclusive materials. They are now showing some beautiful brocaded satin and peau de crepe blouses in addition to their taffeta range. Their tucking, hemstitching and embroidery work, so fashionable this season, is high-class, and must be seen to be appreciated. Another strong feature is the excellence of the shades shown by this firm. There is not a weak color in the range, each being entirely perfect.

One pretty waist is a black peau de soie with cluster tucks with hemstitching between in the back. The jacket is formed of grey and white broche silk, stitched with 13 rows of stitching, giving the tailor made effect. The sleeve and collar are trimmed to match. The blouse effect that comes out under the jacket is tucked similarly to the back.

Another very handsome waist is one made of peau de soie, tucked and trimmed with black velveteen. A nobby front is made of fancy crepe de chene.

The employees of The American Silk Waist Co., Montreal, to the number of 300, held a delightful picnic at St. Rose on Saturday, July 13. Those who were there are unanimous in the conviction that it was one of the best picnics of the season. The afternoon was passed in games of all kinds, and prizes were distributed to the value of \$150. The firm served a free lunch on the grounds—not the least pleasing feature of the day. Representatives of the different large firms who patronize the company were present, and were well received by the managers.

#### ENLARGING HIS STORE.

Alterations now progressing in the tailoring premises of A. Gilmour, St. John, N.B., will give that well-known business house a finished and up-to-date store, and probably no similar business in Canada will be transacted in an establishment more elegantly appointed. Mr. Gilmour does not propose to carry on tailoring solely hereafter, but will make some important changes.

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# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete  
range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

**W. B. STEWART**

27 Front Street West, TORONTO

## THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

## THE Confederation Life

ASSOCIATION issues policies on all approved plans  
of insurance, and is a prosperous and progressive  
Canadian Company.

PROTECTION FOR YOUR FAMILY.  
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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VICE-PRESIDENTS.

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ACTUARY.

J. K. MACDONALD,  
MANAGING DIRECTOR.

HEAD OFFICE. - TORONTO.

# BATTING

Guaranteed free from threads and other  
weak and lifeless stock.

NORTH STAR,  
CRESCENT and  
PEARL

## COTTON BATTING

Quality for this season still better than  
ever. The best at the price. Made  
of good pure cotton—not shoddy.

Ask for

North Star, Crescent  
and Pearl Batting.

## The Auer Gas Lamp

Money-Back Style.

THIS style is particu-  
larly suited for a read-  
ing light—the shades  
prevent the light from  
tiring the eyes and the  
burner can be raised  
just the same as any  
other students lamp.

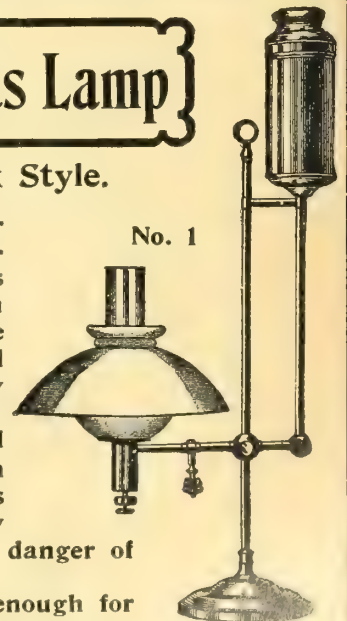
IT can be carried  
around the house with  
perfect safety and as  
the base is heavily  
weighted there is no danger of  
its up-setting.

THE light is soft enough for  
the most sensitive eyes and yet  
strong enough for the finest print.

OUR CATALOG SHOWS ALL OF OUR DIFFERENT  
STYLES.—WRITE FOR IT AND OUR DISCOUNTS.

Your Money Refunded if you are not Satisfied.

AUER LIGHT CO., 1682 Notre Dame Street, MONTREAL.







AUGUST, 1901.

# John Macdonald & Co.

*Their  
Terms  
Are  
Easy.*

*Their  
Cash  
Discounts  
Are Liberal.*

*Their  
Sales  
Are  
Large.*

*Their  
Profits  
Are  
Small.*

*Their  
Assortment  
Is Extensive  
And Fashionable.*

*Their  
Values  
Are  
Right.*

*See Them  
When You  
Are in  
The CITY.*

A progressive business.

A centre of traffic.

Make an occasion to visit them.

Numerous lines of special interest shown.

Here connections are made with the markets of the world.

The most recent productions of the shuttle, loom and artist.

Beautiful environments of silk, linen, wool and cotton goods throughout their entire warehouses.

Visited by merchants from every Province in Canada.

Their endeavor is to do business with profit to their customers and themselves.

Visitors to their warehouses are received courteously.

The promptest attention given to every customer.

Their warehouses are conveniently situated, extending from 21 to 27 Wellington Street East right through the block to 30 to 36 Front Street East.

## DEPARTMENTS:

1st Floor---Linens, Cottons, Flannels, Blankets, Printed Cotton Goods, Canvas, Etc.

2nd Floor---Woollens and Tailors' Trimmings.

3rd Floor---Silks, Dress Goods, Hosiery, Gloves, Fancy Knitted Goods, Muslins, Laces and Ribbons, Blouses, Skirts, and Ladies' Underwear.

4th Floor---Men's Furnishings and Haberdashery.

5th Floor---Carpets and House Furnishings.

*Wholesale Importers*

—AND—

*Manufacturers,*

**TORONTO.**



VOL. XI.

MONTREAL AND TORONTO, SEPTEMBER, 1901.

No. 9

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

**TIDSWELLS**

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

**EVER-READY DRESS STAYS  
PRE-EMINENT DRESS STAYS  
ALL-RIGHT DRESS STAYS  
ALPHA DRESS STAYS**

These names are a guarantee of Quality.

**F. L. Copeland & Co.**

successors to

THE EVER-READY DRESS STAY CO., Limited.

WINDSOR, ONT.

STILL IN THE LEAD.

**Priestley's Dress Goods**

✿ ARE ALWAYS STAPLE LINES. ✿

**NO MERCHANT SHOULD BE WITHOUT THEM.**

They are Good Sellers,  
Good Stock, and bring

**THE BEST TRADE.**

**S. GREENSHIELDS, SON & CO.,**

Sole Agents for Canada.

**MONTREAL.**



# WYLD-DARLING

COMPANY, LIMITED.

ENLARGED PREMISES.

GREATER FACILITIES

**Our Travellers** are carrying samples of the most attractive range of Dress Goods, Silks, Linens, Embroideries, Laces, Hosiery, Gloves, Underwear, Smallwares, Furnishings, Woollens, and other staple and fancy dry goods. Kindly inspect and give us your orders.

Enlarged premises afford us greater facilities than ever to show and handle our complete and interesting stock:

Ladies' and Children's Ribbed and Plain Wool Underwear—with special values to sell at 25c., 50c., 75c. and \$1.00.

Boys' Worsted Ribbed Hose—for school wear—in many grades.

Large assortment Cashmere Gloves. Black and Fancy Ringwood Gloves. Single and double Knit Mitts.

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Knitted Shawls—at prices to retail from 50c. up—black, cardinal, grey and cream.

Opera Flannels—plain colors, in all evening shades. Fancy designs—newest colorings.

**LADIES' SUITINGS** { Cheviots—Navy, Black, Fawns, Browns.  
Venetian Amazon Cloths—all correct shades.

**CASHMERES** { Black, Navy, and all colors in our C78, 46-inches wide, to retail at 50c.—A LEADER.  
Blacks to sell from 25c. to \$1.50 per yard.

LETTER ORDERS PROMPTLY SHIPPED.

WYLD-DARLING COMPANY, LIMITED, - Toronto.

THE  
**St. Thomas Import Co.,**  
ST. THOMAS, ONT.

IMPORTERS AND  
JOBBER'S OF

Hosiery, Underwear, Mitts,  
Gloves, Flannels, Wrapperettes,  
Sheetings, Cottons and General  
Dry Goods, Handkerchiefs  
. . . of all kinds . . .

A FULL LINE OF SMALLWARES ALWAYS  
... IN STOCK ...

SEE OUR

Scotch Knit Underwear, and Fleece  
Shirts and Drawers for Men.



"Rooster Brand"

"I GROW

OVERALL"

Lumbermen's  
Outfits.

COATS and SMOX  
Duck, Tweed, Homespun, Etoffe, etc.

PANTS  
Moleskin, Tweed, Homespun, Etoffe, etc.

SHIRTS  
Kersey, Tweed, Drugget, Navy and Grey Flannel, etc.

OVERALLS  
Heavy Weights, Copper Riveted, Double Stitched.

LARGEST VARIETY AND BEST VALUES  
EVER OFFERED.

**ROBERT C. WILKINS**  
Manufacturer, MONTREAL.

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# S. GREENSHIELDS, SON & CO.

## MONTREAL.

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*You cannot get*  
*A Better Assortment of Dry Goods*  
OUTSIDE OF OUR STOCK.

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# WE HAVE THE GOODS THAT SELL

That build up your trade and bring you

## Good Profits.

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We have many profitable lines in every department

# FOR THE SORTING SEASON

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*Give us a call if you possibly can.*

If not, take a careful look at our Travellers' Samples.

YOU WILL BE AMPLY REPAID FOR YOUR TROUBLE.



# RYLANDS & SONS

LIMITED

## MANCHESTER, ENG.

Cotton  
Spinners

+ + + +

Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

+ + +

Finishers

### Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

## Capital, \$14,500,000. Employees, 12,000

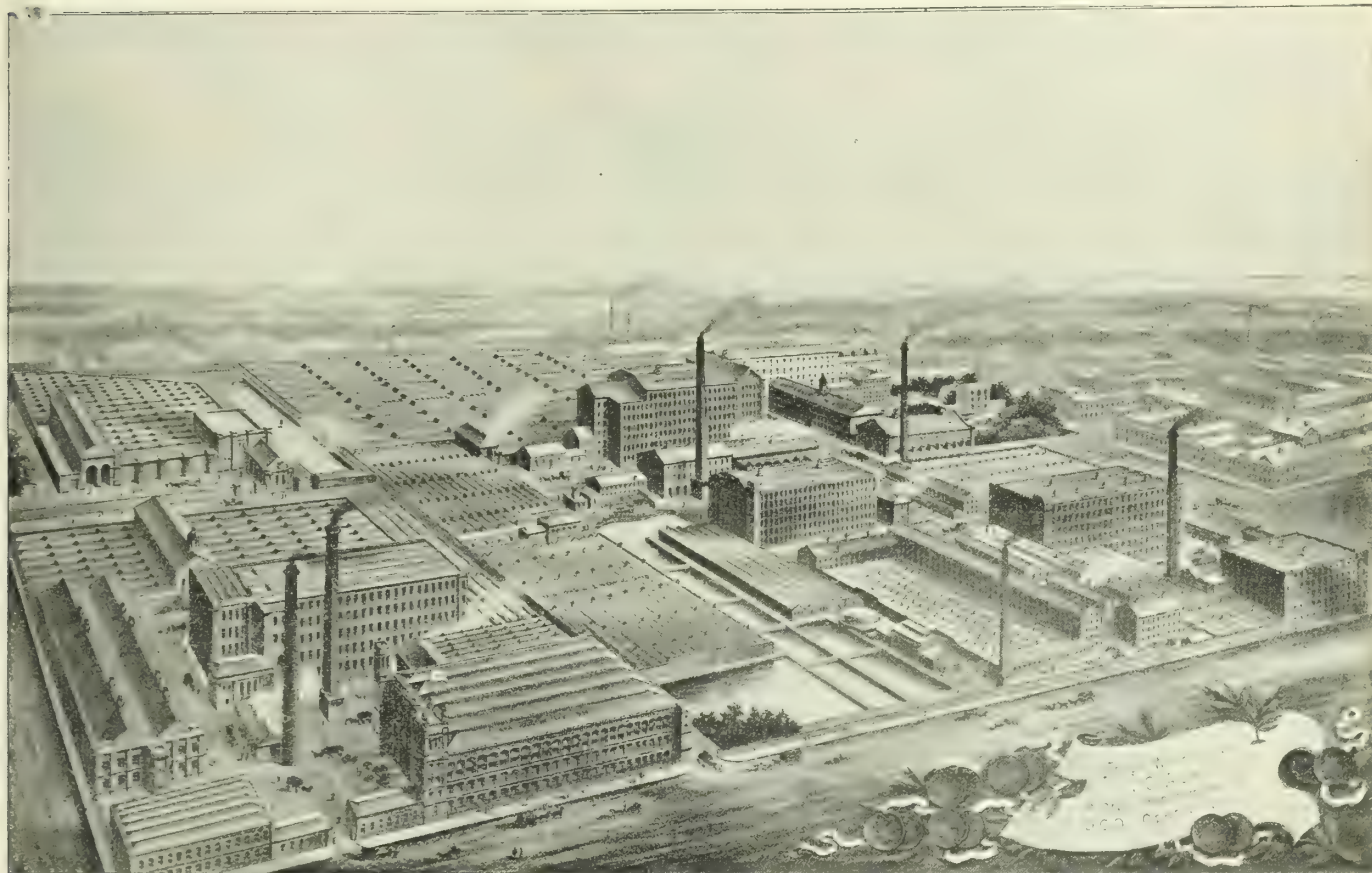
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Plain Dress Goods, British and Foreign  
Fancy Dress Goods, British and Foreign  
Silks and Velvets  
Velveteens  
Irish and Scotch Linens  
Table Damasks, Towels and Tray Linens  
Muslins, Curtains and Handkerchiefs  
Flannelettes, Hosiery  
Flannels and Blankets, Quilts  
Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings  
Oxfords, Harvards, Galateas  
Dyed Linings  
Floor Oilcloths  
Laces  
Prints and Cretonnes  
Shirts, Underclothing  
Ladies' Blouses  
Boys' Blouses and Sailor Suits  
Umbrellas, Gloves

# Horrockses, Crewdson & Co.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, 107 PICCADILLY, MANCHESTER,**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

|                           |            |                        |      |
|---------------------------|------------|------------------------|------|
| PRIZE MEDALS, LONDON      | 1851, 1861 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

**GRAND PRIX, PARIS, 1900.**



# The Celebrated C.B. Corsets (Patented and Registered)

## ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets represent a standard of excellence to which lesser-known corsets do not pretend.



The many, if unsuccessful, imitations of C.B. Corsets form flattering testimony to the sterling merit of the latter.



Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

**SOLE MANUFACTURERS: Charles Bayer & Company.**

Victoria Buildings, Golden Lane, London.  
31 London Wall and London Wall Avenue, London.  
Albion Stay Factory, Bath, England.  
Victoria Stay Factory, Bristol, England.  
Ideal Stay Factory, Oldland Common, England.  
Baystar Stay Factory, Landport, England.  
Imperial Stay Factory, Portsea, England.  
Star Factory, Londonderry, Ireland.  
Flinders Lane, Melbourne, Australia.  
Barrack Street, Sydney, Australia.  
Wellesley Street East, Auckland, New Zealand.

**SOLE AGENTS FOR CANADA:**

**J. Hird & Co.**

232 McGill St.

**MONTREAL.**

# STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

“Hibernia”

Hand



Made



“Sterling”

Lock



Stitch

## UNDERWEAR

For Ladies and Children.

Baby-Linen

Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

## CORSETS



“Alpine” Natural Underwear  
for Ladies and Children.

FACTORIES—

London, Strabane, Londonderry.

128 London Wall

LONDON, E.C.



Catalogues supplied on application.



# Novelties !      Novelties !      Novelties ! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

## Hitchcock, Williams & Co.

SIR G. WILLIAMS

F. G. WILLIAMS

H. WILLIAMS

A. T. WILLIAMS

### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.

43, 44, 45, 46, 49, 50 Paternoster Row.

1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

## Clean Stocks for the Fall.

As Fall approaches would the dry goods merchants of Canada have their stocks clean and salable? Then they will go over their shelves now and lay out all pieces of dress goods and other fabrics, hosiery, ribbons, braids, plumes and feathers that are faded or off color and send them to these works to be re-dyed and finished.

We do this class of work in a way to win the warmest expressions of approval from the largest and most particular dry goods men in all parts of Canada.

Scores of testimonials are on our files from leading dry goods houses commending us for the character of our work.

If you do not know of us—and our ways—known to the trade for twenty years—write us and we will be glad to send our prices and put you on the way of starting the Fall trade with a bright, clean and salable stock throughout.

## R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works,

787-791 Yonge Street.

**TORONTO.**

MONTREAL BRANCH: 1958 Notre Dame Street.



**"EXCELDA"**—A NEW FABRIC FOR HANDKERCHIEFS.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"

Points  
about  
the  
"Excelda"  
Handk'rs.

**CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.**



# The W.R. Brock Company, (Limited)

TORONTO.

## September Sorting

**SEPTEMBER** being one of the largest assorting months of the year, we take this opportunity of advising the trade that, notwithstanding the **extra** large Fall Shipments we have already made, our stocks in all departments are more complete than ever heretofore at this time of the year.

**OUR TRAVELLERS** are again on their various routes and all orders intrusted to them will be executed with every possible despatch compatible with strict accuracy.

**LETTER ORDERS** are filled the same day as received, so this channel is recommended to those wanting goods in a special hurry.

# THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, SEPTEMBER, 1901.

No. 9.

## OUR NEW YORK DRY GOODS LETTER.

*How the City Draws Buyers—Printed Fabrics Inspire Confidence—Woollen Dress Goods on Firmer Basis—As to Lengths of Cloaks—Other Features of Style and Price in the Big United States Centre.*

From the DRY GOODS REVIEW'S Special Correspondent.

NEW YORK, Aug. 29, 1901.

**B**UYERS' excursions, under the auspices of the Merchants' Association of this city, have been instrumental in filling New York hotels with buyers in all lines from almost every city and county in the Union. Nothing like the house trade now enjoyed by local jobbers was ever known in the history of New York wholesaling.

Retailers, too, have been phenomenally busy—that is, considering the season. August, formerly, was looked upon as a month past resurrection, from a retailer's standpoint, at least. But of late years, especially so this, much greater efforts have been put forth to stimulate trade than ever before known. Recognizing the fact that a vast number of New Yorkers are out of the city this month, either in Europe, at seaside or mountain, it is also realized that their places are almost filled by Summer visitors and transients. Hence, a great effort is being put forth these days to capture this trade. Advertisements are as big, in these presumably dull days, as they are at a season's height.

Indeed, for the especial benefit of these transients, some firms, notably Wanamaker's, are making advance showings of Fall and Winter novelties—being from three to four weeks in advance of similar exhibits in former years.

### THE SILK MARKET.

The local silk market has been aroused from its between-season's lethargy. Every day increases the number of buyers. And not only are they well represented, but they are buying liberally. There is not only a strong but a rising market, and with such conditions, early purchases are always larger than when bearish or pessimistic tendencies are in evidence.

One of the noteworthy developments thus far is the accentuated demand for fancies. Another is the pronounced disposition to buy finer grades, not only in light novelties but in all-the-year-around staples.

Among the weaves giving promise of exceptional popularity this Fall might be mentioned silk grenadines, plain woven and printed. Also the sheer and transparent fabrics.

These woven gauzes and grenadines are artistically printed, and include some very novel and attractive effects. Indeed, the belief in printed fabrics is strengthening both here and abroad, and the indications are that, for next Spring, sheer light-weight weaves will be in a decided ascendancy.

### THE DRESS GOODS OUTLOOK.

The dress goods market has been somewhat depressed owing to a pretty general misconception as to its position on the part of the average buyer. The American Woollen Company—controlling a large percentage of the woollen mills of the country—recently put out their Spring samples at rates slightly in advance of those mills not included in the organization. The independent manufacturers looked upon this as an opportunity to extend their trade, seldom equalled, and made a big push for business at rates under those first quoted by the syndicate.

Not to be outdone, the organization thereupon lowered their prices to a parity with those of the independents. Consequently, all who had booked early orders naturally looked for rebates to put them on an equal footing with later buyers. Such rebates were granted by the organization, with the result that other advance buyers demanded equal concessions. In this they were disappointed. The "bearing" of prices was for a specific object, which, being effected, at once ceased to be a factor. The whole market has since perceptibly hardened, and they who have postponed purchases in anticipation of further declines will find themselves badly mistaken, and must revise their estimate of their own foresight.

The woollen dress goods mills, it is positively known, are free from accumulations, consequently the present stability of prices can be confidently predicted.

### CLOAKS AND SUITS.

Buyers from all parts of the country are here in great numbers, yet the purchasing has been on a scale most limited. The reason is obvious. Local manufacturers are all at sea as to the style trend for the coming season. Some are enthusiastic in their advocacy of ultra long garments, some pin their faith to the three quarter, some oracularly declare that there



will be nothing in it but 42-inch garments, while others are equally confident that 25 and 27 inch jackets will constitute the bulk of the season's trade. One prominent maker is radical enough to advocate a 19 inch garment, and is making his strong play thereon.

Under such conditions, what wonder that the visiting buyer, who comes here, not only to obtain supplies, but inspiration, confessed to absolute inability amid the conflicting forecasts, to make up his mind what it were best to buy. The result is that the majority are going exceptionally slow, ordering only a few novelties, and postponing to a later visit the responsibility of placing complete orders.

At this moment the impression prevails that when demands are more clearly discernible, it will be found that 25 and 27-inch garments will command the bulk of the trade for early wear, especially in low and medium grades; whereas, as the real Winter approaches, long garments will become more popular.

In local retail circles the first gun of the Fall cloak campaign, as usual, has been fired by Wanamaker, who has been showing an advance gathering of foreign novelties, ostensibly in the interests of the large number of visitors who annually come to New York during the month of August.

The exhibition attracted a great deal of attention. It embraced a number of long cloaks, handsome costumes in cloth and velvet, three quarter Louis coats in velvet, elaborately trimmed with braid, also velvet costumes in a great variety of styles and trimmings.

#### WAISTS AND WRAPPERS.

Waist buyers are playing no favorites. It's even money and take your choice of silk or flannel. Both are selling equally well.

From present indications wrapper manufacturers are going to be behind with deliveries. Some promise first shipments by September 1, but the 15th will doubtless be nearer the mark.

#### SHIRTS AND COLLARS

The shirt and collar trade has been somewhat crippled during the past two weeks by a cutters' strike at Troy. Though the trouble has not yet spread throughout the entire plants, there is danger that it will. In any event, the cutters are, of course, most important factors in such factories, and though the places of strikers are being gradually filled by non-union workers, the latter are naturally less experienced and consequently less expert. The result is that Fall deliveries will be much later this season than usual.

In shirts, there has been a surprisingly large demand for the Fall and Winter negligee. This tendency was first noted last Winter at the Madison Square Horse Show, or, more properly speaking, "Dress Parade." New York "bloods" surprised the plebeian "rubberers" by appearing in the afternoons in negligee shirts in conjunction with tweed sacques. Manufacturers were quick to discern the times, and at once made ready to push the new fashion. Fall sample lines include a variety of negligees, in Madras and Oxfords, mostly in white, both plain and pleated.

Orders for the newcomer have been gratifyingly large and that, apparently, without impairing in the slightest the popularity of stiff-bosom fancies. In dress shirts, more pleated have been sold in initial orders than ever before, belieing the predictions of style autocrats that such an innovation would ever make headway. Nothing but the conventional severe

plain white, 'twas said, would ever be sanctioned as a shirt for dress or evening wear. Another guess, it appears, was coming.

In collars, the much-heralded "wing" or "tab" model has not, as yet, at least, been ordered as freely as expected. The fold collar, it appears, has on such a big momentum that no obstacle seems able to obstruct, much less halt it. From 3½-inch widths, however, the so-called "highbinder" has been gradually scaled, until to-day a 2-inch width is a most popular model, while some makers are exploiting widths from 2 to 1½ inches. This, of course, means the ultimate passing of the fold collar for a time, at least, but, for general wear, it is doubtful whether the vogue will be much lessened this Fall and Winter, except for wear on dress occasions.

#### MEN'S NECKWEAR.

In neckwear, the great play this season will be on 2-inch graduated ends, reversible four-in-hands, followed by Imperials and semi-Imperials, and batwings for popular demand. For more exclusive trade, the English square continues in the lead, with Ascots and De Tourvilles bringing up the rear. The butterfly's day is done. A few Tecks are selling in the west and south and country districts in the east, but, as yet, hardly any puffs, for which, if any, the call will be later.

#### 1902 STRAW HATS.

Straw-hat makers have already despatched their representatives with 1902 samples. A greater play than ever is being made on Panamas. Last year this most popular straw—with its cheaper understudies, French Palms and Porto Ricans—were made up in shapes that proved unbecoming to young men, who, perforce, had no option to accepting the conventional yacht straw, in the new triple brims. This year the straw-hat makers are atoning for this by producing the Panama in young men's styles, as well as those of this year.

#### DERBIES AND SOFT FELTS.

In derbies and soft felts there are many changes from this Spring's styles. The Knox block, just out, is higher and fuller crowned than last season's; in fact, almost a square crown bevelled. The Dunlap is also on the same order. In soft felts the Panama straw seems to be the popular model. The Golf is perceptibly waning, as also the older Alpine.

#### SHOWING GOODS OUTSIDE.

A movement is on foot among the merchants of Brandon to do away with the usual custom of putting their goods outside the door. It is found that the wind and dust is very harmful to articles thus exposed; and it is thought that if all will agree to the proposition there will be no loss of trade. The Brandon merchants are level-headed. The proper place for goods is on the shelf. The proper way to advertise them is to make use of the newspapers. If merchants generally would keep the goods inside safe from sun, rain, dust and thieves, and make more use of printer's ink, they would find it profitable.—Barrie Gazette.

Mr. J. J. Thorley, well known to the dry goods trade of Canada, is now with the Wyld-Darling Co., and starts for the Northwest Territories and British Columbia in about a month with a full line of general dry goods and clothing.

The Montreal address of Wyld-Darling Co. is at 207 St. James street, where Mr. W. H. Parker, who is now their agent there, has changed his sample room to Room 12.

# Parasols and Umbrellas for Spring 1902

DELIVERY IN AMPLE TIME FOR THE CHRISTMAS TRADE.

Our travellers are now on the road with a full line of these goods, and we would call your attention to some of the Leaders.

## SPECIAL LINES IN LADIES' PARASOLS.

To retail at \$1.00, we are showing **20th CENTURY RUNNERS** in paragon frames with our own Oxidized Handles, as well as Naturals and Blacks, etc.

To retail at \$1.25 and \$1.50, we have **20th CENTURY RUNNERS**, covered with our own Super Mercerised Invisible Twill Cloths, in all the new handles.

We have the cream of the market to retail at from 50 cents to \$6.00.

**LADIES' "20th CENTURY" "Flexes Frame"** Umbrellas—unbreakable. **No. 606** to retail at \$1.00, and **No. 608** to retail at \$1.25

**LADIES' DAISY PARASOLS**, being our special purchase of 125 dozen **Genuine Dresden China Handles**, hand painted. We quote the parasol made with our own mercerised cloth, paragon frames, patent ties, puffs, etc., at less than factory price of the handles. Write for sample dozen

## LEADERS IN MEN'S UMBRELLAS.

To retail at \$1.00, we show a large range, but especially quote **No. 630** our **LEADER**. Made with fine cloth, paragon frame and handle finished with **TRIMMINGS** made from **OUR OWN DIES**. Exclusively confined, and the best thing we have ever shown

To retail at \$1.25 and \$1.50, we would call attention to **Nos. 636** Buck Handle, and **644** Horn Handle, mercerised cloth, both finished in the best style. Paragon frames, patent ties, puffs, etc.

The above examples are selected from a complete range to retail at from 50 cents to \$4.00

To retail at \$1.00 and \$1.25, "**20th CENTURY**" "**FLEXES FRAME**" Umbrellas, unbreakable **Nos. 652** and **654** guaranteed. Write for sample half dozens.

See our **No. 660** Patent Self Opener, our own exclusive handle.

In buying the "**20th Century Runner**" be sure that you get it.

Imitations are on the market, which will only cause you dissatisfaction, annoyance and loss.

What would you think of an ordinary runner, the spring of which—when the parasol was opened—went **into the slit** cut in the runner for the lower spring, instead of resting **against the edge** of the runner?

You would say: "The least twist and it would be useless." This is **exactly** the difference between the **GENUINE "20th CENTURY RUNNER"** and all imitations.

VERB. SAP.

# BROPHY, CAINS & CO.,

"The Umbrella House"

 MONTREAL



## Western Trade is Good.

Sorting Not Yet in Full Swing—What the Western Retailers Have Selected So Far—Buyers Go to Europe—Mr. Banfield's Fine Carpet House in Winnipeg.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, Sept. 1st, 1901.

SEPTEMBER is an off month for dry goods news in the West, as placing business is all over, and sorting not yet in full swing. However, Mr. Campbell, of the R. J. Whitla Co., was kind enough to bestow a few moments on your correspondent, just as he was on the eve of starting for Europe, from which the following items of interest were gleaned.

Erect-form corsets continue to grow in favor with the women of the West, and in consequence the pretty dip buckle effects are more popular than ever. Very pretty effects are shown in cut jet, with dull jet medallions. These are known as the Marie Antoinette. Speaking of buckles leads naturally to belts, and the latest novelty is the undressed kid effect in black. These belts will almost entirely supersede the patent leather belts so popular for the past few months. Belts for men grow in popularity, but tan leather has ceased to be correct, and patent leather is the thing.

In gloves there is a very decided return to undressed kid in delicate shades of French grey and cream tan. These gloves show fancy braided backs and dome fasteners. The street glove for the later Fall is a dressed kid, thin and well cut, and lined with silk plush. All gloves show the dome fasteners.

Lace handkerchiefs are more in favor than ever, and the designs increase in beauty and delicacy with the passing months. One effective pattern shows row upon row of the most beautiful Honiton insertion, while another has very deep lace and insertion corners, with tiny centre square of linen as fine as silk. These are all Irish goods, and speak volumes for the revival of these arts in the Emerald Isle. In handkerchiefs, however, in spite of the fascinations of cobweb lace, there is nothing more correct and elegant than fine Swiss, with their dainty embroidered edges; and this season some of the most beautiful are to be seen in the black and white half-mourning designs.

Neck garnitures come in new and ever more enticing styles, the latest being the chiffon and mecklin boas with endless ruffings of gauze ribbon. The old saying: "Anything suits a good face" is here reversed, and we might truthfully say any face is suited by this good setting.

In ties, the 8 by 54 in. white taffeta scarf with its quaint seafoam flutings, held in place by chain button-hole stitching, in pastel shades, is the newest, and by all odds the prettiest. All houses are making preparations for enormous sales of bunting and flags for the Royal visit, and already large orders are pouring in.

The Winnipeg buyers now en route to Europe are: John Suckling and John McDonald, for Stobart Sons & Co.; J. M. Campbell and A. S. Binns, The R. J. Whitla Co.; H. M. Belcher, Gault Bros. & Co.; Godfrey Parker, Hudson Bay Co.

Mr. V. G. Ashdown, of The Menzie Manufacturing Co., Limited, Toronto, is spending a week in Winnipeg on his way to the Coast.

### A. F. BANFIELD'S NEW CARPET HOUSE.

The carpet house of A. F. Banfield has for years been a Mecca for the good housewives of Winnipeg whenever desirous of choice housefurnishings or decorations, but this Autumn, more than ever, is it a delightful spot to linger, even if you can only admire without hoping to possess any of the many treasures within its walls.

The house is now well settled in new and much larger premises, Mr. Banfield, as before reported, having, within the last few months, purchased the five-storey solid stone building erected some years ago by Mr. Thomas Ryan, and having added thereto an addition which gives him a ground floor space of 186x25 feet, with ceilings 23½ feet high. The front of this store is the most unique in Canada. Instead of the usual style of flat window, the windows on Main street are only 4 feet wide, leaving a wide entrance corridor running back into the building 20 feet. The sides of this corridor are plate glass. The entrance door is a panel of plate glass 3½ feet wide and 9 feet high, set in a solid oak frame. The effect of this entrance gives practically 40 feet of show case, 23½ feet high, all displayed on the street, and when lighted with prism lights has a splendid appearance. Passing through the entrance door you are in the carpet department proper, which extends back 120 feet. The great height of the ceiling is broken by a light iron gallery, which facilitates the handling of carpets, and here are piled tier upon tier over 1,100 rolls of carpet, ranging in quality from the finest tapestry to the choicest Wiltons and Scotch Axminsters. Where the carpet department ends there is a handsome arch of oak grill across the building, from which depend a myriad of quaint Moorish lamps. At this point, also, are two solid oak staircases, one leading to the second floor and the other to the basement.

The balance of the ground floor is devoted to the office and the parlor for house draperies, upholsteries and curtains. This room is carpeted in soft crimson and furnished with luxuriant lounges, from the comfortable vantage ground of which you may take your choice of 1,200 pairs of curtains, ranging from ordinary lace and raw silk to renaissance curtains at \$40 the pair, or upholsteries, from cretonne and French chintz to brocatelles at \$10 a yard. The offices are screened by a beautiful cherry grill.

### LINOLEUMS.

The basement is devoted to linoleums and the like floor coverings, and Mr. Banfield boldly claims is the best room for the purpose in Canada. The space devoted to this branch is 100 x 25 feet, and lighted with prism lights, which render every corner as bright as day. In this room are to be found over 500 rolls of English linoleums, not to mention ordinary floor oils and cork carpets. The goods are all received from an iron chute running from an opening in the pavement to the interior. A very clever arrangement of hooks and pillars makes it possible to handle and display these goods with the least possible effort.

The stairway leading to the second floor is a dream of loveliness, for here against a background of soft terra cotta are numerous quaint and curious cabinets filled with the most exquisite vases, jugs and fern glasses in Dresden, old Windsor, Bohemian glassware, jewelled pottery and Benares and Assyrian brass work, while at the head of the stairs is an old French cabinet, itself a gem, filled with still rarer bits of Dresden and

Windsor. The combination of color and form are most artistic, and well repay hours of close examination. The stairway leads into a room devoted to floor squares and table decorations. Here are the famous Templeton squares and hand-made Persian rugs, those wonderful creations of color, whose lines so long outlast the patient hands that wove them.

The table decorations are exquisitely beautiful and represent the very best in Irish and the wonderful meranic drawn work, Battenburg lace and the English decorated squares. Side by side with all this wealth of dainty needlework are numbers of elaborately inlaid Moorish taberettes with work-baskets in their interiors.

The spacious and comfortable workrooms are on the third floor, while the fourth and fifth are devoted to offices.

It is rare in a city of the size and age of Winnipeg to find gathered together such a choice collection of articles for home decoration, and many of the people at country points will no doubt avail themselves of the results of Mr. Banfield's carefully studied buying.

E. C. H.

#### HUDSON BAY COMPANY PICNIC.

The employes of the Hudson Bay Company, Limited, Winnipeg, held their annual outing on Thursday, the 15th (Civic Holiday). The weather was absolutely perfect. The commissioner, Mr. C. C. Chipman, invited them to his summer home, the historic Lower Fort Garry, about 20 miles down the Red River. The employes and their friends, to the number of 400, went down in a special train.

Inside the high stone walls of the old fort gaily colored marquees were erected. There was an abundance of choice viands, fruits of all sorts, and every kind of soft drink known to man.

The velvet turf furnished an excellent place for the races and games. The event of the afternoon was a baseball match between a picked team of the employes and the team of the Royal Canadian Dragoons.

The outing had but one fault, it was all too short for the many pleasant things there were to see and do. The employes feel specially grateful to Commissioner Chipman for the courtesy extended.

#### THE SEASON FOR FLAGS.

P. Garneau, Fils & Cie., of Quebec, have in stock a complete line of cotton flags for decoration purposes.

They desire to remind the trade that it is most important to order early, as the usual last-day rush will inevitably take place.

Preparations to right royally receive their Royal Highnesses are being made on such a large scale that wholesale stocks will be quickly depleted, notwithstanding the immense quantities manufactured.

Besides decoration flags the above firm have in stock a very complete line of bunting flags in sizes of 1 yard, 2 yards, 4 yards, 5 yards and 6 yards. The range comprises Dominions, Union Jacks, Ensigns, etc.

Mr. A. Spragge, dry goods merchant, of Rat Portage, Ont., was in the city on a pleasure trip. He visited Montreal and the Pan-American before returning home.

# Knox, Morgan & Co.

WHOLESALE DRY GOODS

HAMILTON.

2 Extra Specials —  
to Boom September Trade.

## No. 1

**Men's Sanitary Wool-Fleeced  
Shirts and Drawers.**

Can be retailed at 50c.  
with good profit.

Mill unloaded large quantity at a sacrifice. CANNOT  
BE REPEATED. Get a share while they last.

## No. 2

**White Imperial Wool Blankets**

Size 60x80, \$2.25 per pair.

SEND FOR SAMPLE or, better still, order a case.  
They will please you, and sell quickly. OUR VALUES  
have made this the best blanket season we have had  
for years.



## Death of Mr. Hector Mackenzie

BY the death of Mr. Hector Mackenzie, senior member of the old firm of J. G. Mackenzie & Co., Montreal, on August 20, one of the best-known merchant princes of the city has passed away,

The deceased was the youngest son of the late Mr. John Gordon Mackenzie, founder of the firm of J. G. Mackenzie & Co., wholesale dry goods merchants. He was born in Montreal in 1843, and was educated at the High School. In 1860 he commenced his commercial career in his father's warehouse, and was subsequently admitted as a partner in the business. After the demise of his father in 1881 he became senior partner in the firm, a position he held up to the time of his demise, although for many years past he had ceased to take an active share in the management of the business.

He was a man of great business ability, and by his energy and perseverance had done much towards building up the immense trade done by the establishment. In social circles he was highly esteemed. He was secretary of the St. James' Club, and a member of the Mount Royal Club, and a man who took a great interest in everything appertaining to art and music. In his younger days he served in the Canadia militia as a captain in the 6th Battalion Royal Light Infantry. He was an active member of the Board of Trade since 1887, and was director of the Montreal Trust and Deposit Company since 1891; of the Montreal Gas Company since 1894; of the Richelieu and Ontario Navigation Company since 1881; vice-president of the Montreal Telegraph Company, and of the Merchants Bank of Canada since June, 1895. The deceased took a keen interest in the Richelieu and Ontario Navigation Company, in which he was a heavy stockholder as well as director. He seldom, if ever, missed a directors' meeting.

As a member of the Board of Trade of long standing he always devoted what time he could spare from his multifarious duties towards furthering the interests of the business community.

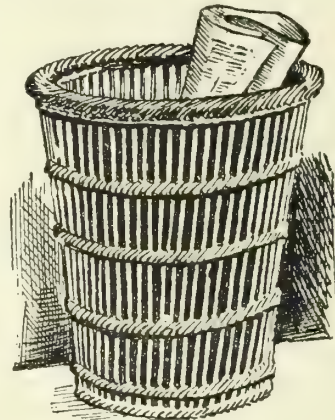
The deceased was a patron of theatrical art, and was instrumental, along with the Messrs. Allan, in founding the Academy of Music in Montreal. He was an active member of the St. Andrew's Society from its earliest days and many kindred charitable organizations in the city. He always evinced a keen interest in everything appertaining to music, and for several years was president of the Montreal Philharmonic Society. He was an organist and flautist of no mean ability, and in his earlier days was connected with many of the leading musical organizations in Montreal.

During the last few years of his life he made a number of additions, at his own expense, to the splendid organ in Christ Church Cathedral, an instrument on which he had taken lessons when a boy. These conditions have made the organ at the cathedral the finest in tone, it is said, of any on the American continent.

Mr. Mackenzie frequently improvised on this instrument at the close of the evening services on Sundays during the past Winter. At the time of his death he was one of the largest shareholders in the Bank of Montreal. He was a member of the Church of England and a Liberal-Conservative in politics.

He married in June, 1870, Miss Martha Binckley Alger, by whom he had issue one son and two daughters, namely, Mr. John Gordon Mackenzie, who at the present time is studying in Paris, France; Mrs. H. Montagu Allen and Miss Evelyn Mackenzie. The latter is now in England. Mr. Mackenzie's demise was rather sudden, for, although he had been a sufferer from dropsy for several months past, he was able to attend to his work as usual until a few days previous to his death, when he had been able to visit his office and transact business.

### THE GREATEST AUTHORITY.



#### ADVERTISING?

Oh, yes; I am an authority.  
In fact, I may say, in all modesty,  
The greatest authority.  
For I know all about it;  
I am the final court  
Beyond which there is no appeal.  
Each day we go over the mail together—  
The "old man" and I.  
He picks out the one-centers  
And the fishy-looking two-centers,  
Keeps the actual cheques and letters  
And gives me the residue.  
All of it—absolutely all;  
Even to the envelopes.  
Advertising! Humph!  
I ought to know!  
For I get all the tailors' samples  
And life insurance blotters  
And summer resort booklets  
And "lost manhood" pamphlets  
And folders and circulars  
And literature offering many things  
(Mostly on very reasonable terms).  
I get them all,  
And that is how I happen to know.  
I swallow nine-tenths of all the advertising  
That reaches him.  
All of it except a little tenth  
That is printed in the "old man's" trade paper.  
I never get hold of that, for some reason,  
Though I've tried hard enough, too.  
Never managed to get a taste of that,  
Except once, when a new office boy  
Very kindly threw me one,  
And then, before I had time to  
Swallow it, the "old man" rescued it  
And cursed and howled and danced  
And scared Tilly the typewriter  
And put the paper in his coat pocket.  
And now, that I come to think of it,  
I haven't seen that boy since.

—Printers' Ink.

# Lister & Co., Limited

Manningham Mills, BRADFORD.

Are preparing for a large demand for their Silk Sealettes in 32-inch and 48-inch **"Lisreine"** or **Rainproof Seals**

—ALSO—

48-inch Plushes for Cap and Gauntlet manufacturing.

To be had of all the Leading Wholesale Dry Goods Houses in Canada.

BY BUYING  
**Pewny's Kid Gloves**

you get the

**Latest Styles  
Best Colorings  
and Surest Fits**

AND IN ADDITION

THEY ARE GUARANTEED.

**S. Greenshields, Son & Co.**  
**MONTREAL.**

Sole Agents for Canada.

**"Maritime" Wrappers**

for **FALL SEASON** are

**Genuine Trade-Winners.**

If you have not seen our range  
write for sample lot without delay.  
We guarantee satisfactory values.

THE

**Maritime Wrapper Co.**  
Limited

Ontario and Montreal Agent:

**J. H. PARKHILL,**

207 McKinnon Bldg., Toronto

**WOODSTOCK, N.B.**



WHEN ORDERING THREADS FROM YOUR WHOLESALE HOUSE ASK FOR

# CAMPBELL'S

## Linen Threads

### ON SPOOLS OR IN HANKS.

#### 200 Yds. SPOOLS.

BLACK, DRABS, W. BRO. BLEACHED.

Nos. 25 30 35 40 50 60 70 80

Also bleached in 90 and 100.

All numbers \$1.00 per dozen.

#### 100 Yds. SPOOLS.

BLACK AND DRABS.

Nos. 25 30 35 40 50 60 70

All numbers 60c. per dozen.

#### 1 OUNCE or 2 OUNCE SPOOLS.

BLACK, DRABS, W. BRO.

|      |        |      |      |      |      |      |      |      |      |              |
|------|--------|------|------|------|------|------|------|------|------|--------------|
| Nos. | 16     | 18   | 25   | 30   | 35   | 40   | 50   | 60   | 70   | 80           |
|      | \$1.05 | 1.10 | 1.30 | 1.40 | 1.55 | 1.75 | 2.05 | 2.25 | 2.60 | 2.90 per lb. |

#### HANK THREADS.

BLACK, DRABS, W. BRO.

|                                |         |         |         |
|--------------------------------|---------|---------|---------|
| Nos.                           | A or 25 | B or 30 | C or 35 |
| "Royal"                        | 32c.    | 35c.    | —       |
| "Bull's Head"                  | 52c.    | 58c.    | 65c.    |
| Campbell's "Best" for Tailors. | 90c.    | \$1.00. | \$1.10  |

#### CARPET THREAD No. 18.

Black, Green, Drabs, Dark Drab \$1.00 per lb.  
Red, . . . . \$1.05 per lb.

Also on 4-ounce Spools in Nos. 18 and 25.

#### WHITE STAR FLOSS.

\* \*\* \* \* \* or assorted.  
\$1.05 per box.

SOLE AGENTS FOR CANADA

# John Gordon & Son, Montreal.

Stock held for us in Toronto by W. P. RODGER, 33 Melinda Street.

# THE MARITIME BOARD OF TRADE.

Seventh Annual Convention in Chatham, N.B.—A Report of the Proceedings—  
Sydney the Next Place of Meeting.



ONE of those who were fortunate enough to be in attendance at the seventh annual convention of the Maritime Board of Trade, which was held in Chatham, N. B., on Wednesday and Thursday, August 21 and 22, are likely to have any-

thing but the most pleasant recollection of it. The weather was delightful. Not a cloud obscured the summer sky, and the gentle breezes which came from the broad and beautiful Miramichi River, on the shores of which Chatham is situated, made the temperature ideal. The weather, it might be said, was not ordered specially for the occasion. The summer weather on the Miramichi is among the best on the continent, its normal condition being dry, moderately cool and invigorating. The people in the towns and villages of the Miramichi are proud of both their river and their climate. And the delegates to the Maritime Board of Trade, after their experience, are probably not one whit behind them in this respect.

The unique and important character of the Miramichi district naturally tended to interest the delegates, particularly in view of the fact that they were practically all business men. And when, in addition, one considers the hearty manner in which the local board of trade, the town council and Senator Snowball, head of the milling firm bearing his name, contrived to entertain the delegates it is no wonder they had a good time.

The delegates, however, worked hard as well as enjoyed themselves thoroughly, as the subjoined report of the proceedings will show.

## OPENING OF THE CONVENTION.

The place of meeting was the imposing town hall. By 9.30 o'clock on Wednesday morning a number of delegates had gathered, and 30 minutes later business was under way, with President W. E. Loggie in the chair.

## THE DELEGATES PRESENT.

Although a number of affiliated boards had not sent delegates, the attendance at

the convention was fairly good. The delegates present during the whole or part of the convention were as follows :

KENTVILLE—G. De Wolfe and Geo. E. Calkin.  
HALIFAX—J. A. Chipman, F. K. Warren, F. C. Simson, Geo. E. Boak, J. E. De Wolfe and W. A. Black.  
CHARLOTTETOWN—W. H. Aitken and G. D. Longworth.  
MONCTON—J. H. Harris, C. P. Harris, F. P. Reid, J. Flanagan, A. E. Holstead, E. G. Russell and F. W. Sumner.  
CHATHAM—W. S. Loggie, Mayor W. B. Snowball, M. S. Hocken, D. G. Smith, Senator J. B. Snowball, Geo. Watt and Alex. Burr.  
SYDNEY—E. C. Hanrahan.  
TRURO—C. E. Bentley, Dr. D. H. Muir.  
NEWCASTLE—Mayor D. Morrison, G. A. Lounsbury and P. Hennessy.  
ST. JOHN, N.B.—W. S. Fisher, W. M. Jarvis, Frank O. Allison and W. G. Robertson.  
MIDDLETON, N.S.—N. H. Parsons.  
SUSSEX, N.B.—H. P. Robinson and H. H. Parlee.

## VOCATION OF THE DELEGATES.

In debating power and in businesslike method of conducting the proceedings of the convention the board was strong. As

## SUBJECTS DEALT WITH.

1. Postage on Drop Letters.
2. Railway Discriminating Rates.
3. "Old Home Week" and Tourist Travel.
4. Communication with P.E.I.
5. Import and Export Traffic over the I.C.R.
6. Telegraph Grievance of P.E.I.
7. Public School Curriculum.
8. Should Civic Tax Defaulters in Towns and Cities Vote at Civic Elections?
9. Fire Insurance Rates.
10. Government Inspection of Railway Culverts and Bridges.
11. Extension of Indian town Railway to Blacaville.
12. Marine Insurance Rates.
13. Forest Preservation.
14. Cold Storage on Transatlantic Steamers.
15. Preferential Rebate on Goods from Great Britain.
16. Trade with South Africa.
17. Fast Atlantic Service.
18. More Permanent Materials for Wharves.
19. St. John-Digby Steamship Service.

a result there was a gratifying promptness in the conduct of business. Senator Snowball, during a pleasure trip down the river, said that while he had sat in both the House of Commons and in the Senate he had never sat in a body stronger in deliberative ability than that of the Maritime Board of Trade. And his tribute had reason for its basis. Nearly every delegate was a practical business man, and was able to express himself in a way that everybody understood him. This may be gathered from a glance at the following, although not a complete list :

M. S. Hocken, Chatham, one of the town's aldermen.

G. D. Longworth, lobster packer, Charlottetown, P.E.I.

Alex. Burr, Chatham, dry goods merchant and an ex-alderman.

D. G. Russell, Moncton, manager of the Intercolonial Railway.

George Watt, Chatham, insurance agent and one of the town's aldermen.

Fred B. Reid, of Reid & Co., wholesale grocers, Moncton and Campbellton.

Frank O. Allison, secretary of the St. John Board of Trade and financial agent.

J. H. Harris, of the wholesale grocery firm of J. H. Harris & Co., Moncton.

F. C. Simson, manufacturer of fruit juices, etc., and wholesale druggist, Halifax.

Ex-President C. E. Bentley, Truro, N.S., of Blanchard & Bentley, dry goods.

W. G. Robertson, St. John, N.B., district freight agent of the Intercolonial Railway.

W. H. Aitken, Charlottetown, P.E.I., managing partner of the wholesale grocery firm of Caverhill & Co.

Ex-President W. M. Jarvis, St. John, N.B., fire insurance and financial agent of 35 years' experience.

Senator Snowball, senior member of the Chatham lumber mill firm of The J. B. Snowball Co., Limited.

J. A. Chipman, Halifax, wholesale flour and meal, a keen board of trade man and an eloquent speaker.

E. C. Hanrahan, a business man by profession and deputy-mayor of Sydney, C.B., by choice of the people.

J. Flanagan, a dry goods merchant of 34 years' standing in Moncton, N.B., and the last delegate to leave Chatham.

George E. Boak, of the firm of George Boak & Co., Halifax, wholesale grocers and specialists in West-Indian goods.

Dr. Muir, president of The Truro Condensed Milk Co., Limited, Truro, N.S., and an ardent board of trade man.

J. E. De Wolfe, sole member of the old firm of T. A. S. De Wolfe & Son, Halifax, ship agents and commission merchants.

President W. S. Loggie, Chatham, N.B., general merchant, canned goods packer, brick-maker, and vessel-owner.

Fred W. Sumner, senior member of The Sumner Co., owners of a retail hardware store at Moncton and a large lumber mill at Bathurst, N.B.

Ex-President M. G. De Wolfe, Kentville, N.S., retired general merchant and one of the most enthusiastic members of the Maritime Board of Trade.

W. B. Snowball, Chatham, manager of The J. B. Snowball Co., Limited, mayor of the town, chairman of the school board and an enthusiastic young Canadian.

George E. Calkin, Kentville, N.S., retired hardware merchant and at present enjoying life on a fruit farm and holding the secretaryship of his local board.

C. P. Harris, retired merchant, Moncton. Mr. Harris was one of the original founders of the Moncton cotton factory, the sugar refinery and the local street railway.

Donald Morrison, a native of Burnt Church, but now a resident of Newcastle, where he carries on business as dry goods merchant and blueberry packer, besides which he is mayor of the town.

G. A. Lounsbury, Newcastle, N.B., where he has been in the agricultural implement business during the past 10 years. He has at present in course of construction a fine new business block.



W. A. Black, of Pickford & Black, Halifax, owners of the famous line of steamships running to the West Indies and warm champions of closer trade relations between those colonies and Canada. Mr. Black has also had some Parliamentary experience, having sat in the Provincial Legislature.

W. S. Fisher, member of the wholesale hardware firm of Emerson & Fisher, St. John, N.B., and of the Enterprise Store Co., Sackville, N.B., besides being financially interested in other commercial enterprises, to say nothing of his presidency of the St. John Tourist Association.

#### A THOUGHTFUL SECRETARY.

Secretary Smith, who is the publisher of *The Miramichi Advance*, had the minutes of the last annual meeting neatly printed and these were distributed among the members. This avoided the tedious task of reading the minutes, and on motion they were taken as read.

Mr. George E. Boak, of Halifax, said that he noticed that his name had been omitted from the minutes, and on motion of Messrs. W. M. Jarvis and J. A. Chipman, the secretary was instructed to rectify the error.

#### COMMITTEE ON BUSINESS.

A committee to arrange the order of business was appointed as follows: Messrs. M. G. De Wolfe, Kentville, N. S., chairman; W. M. Jarvis, St. John, N.B.; J. A. Chipman, Halifax; W. H. Aitken, Charlottetown, P.E.I.; J. H. Harris, Moncton, N.B.; H. P. Robinson, Sussex, N. B.; E. C. Hanrahan, Sydney, N.S.; C. E. Bentley, Truro, N. S.; Mayor Snowball, Chatham, N.B.; Mayor Morrison, Newcastle, N.B.

#### COMMUNICATIONS.

A number of communications were read. Among them were the following:

I regret very much that an accident which prevents me walking makes it impossible for me to attend the meetings of the Board as I have expected to do. Mr. Troop also finds himself prevented from going at the last moment, but I feel sure that our representatives will make up in quality what they lack in numbers. I hope you may have a thoroughly successful and profitable meeting, and that some practical good may result from your deliberations. With renewed regrets for my enforced absence, believe me,

Yours truly,

G. S. CAMPBELL,  
President Halifax Board of Trade.

Halifax, Aug. 20.

Replying to your favor of recent date I regret being unable to do anything with our business men re. Board of Trade. I trust in the near future that something in this direction may be done, as I feel it is a necessity.

Campbellton, N.B., Aug. 2.

I am very sorry I have so much on my hands at present that it is difficult to get away. W. J. Hemming has promised to go down and I will arrange for two other delegates, possibly A. A. Davidson and, if possible, myself. You can de-

pend on our board being represented by two if not three delegates.

D. MORRISON,  
Secretary Newcastle Board of Trade.

Newcastle, Aug. 20.

Mr. Morrison, however, did find time to put in an appearance, and when he did he could not find time to get away.

Secretary Smith said the Fredericton Board had informed him that it could not see any benefit to be derived from affiliating with the Maritime Board. When it could it would do so.

#### REVISION OF BY LAWS AND CONSTITUTION.

Mr. M. G. De Wolfe said that the committee appointed at the last annual meeting

composed of business men, the matter was disposed of in a businesslike way. And when the meeting adjourned for luncheon the by-laws and constitution with certain amendments had been passed through the customary stages and adopted. As adopted the by-laws and constitution read as follows:

#### CONSTITUTION, RULES AND BY-LAWS OF THE BOARD OF TRADE OF THE MARITIME PROVINCES.

1. This Board shall be known as The Maritime Board of Trade.

2. It shall be composed of delegates from the various Maritime Boards of Trade, on the basis of 10 per cent. of each Board's membership.

3. It shall deal with all matters affecting the interests of trade and commerce in the Maritime Provinces, as well as in the whole Dominion.

4. The Officers shall be a President, two Vice-Presidents, each representing one of the Maritime Provinces, a Secretary-Treasurer, a Corresponding Secretary and an Auditor, to be elected at the annual meeting of the Board. Any vacancy occurring through death, resignation or otherwise, may be filled by the Council until the next annual session of the Board.

5. There shall be a Council composed of one member from each affiliated Board, who shall be elected by the respective Boards immediately after the annual session of the Maritime Board, five members of which shall form a quorum. The President, Vice-Presidents, Secretary-Treasurer and Corresponding Secretary of the Maritime Board shall be ex officio members of the Council.

6. The Council shall meet once each year, on a date and at a place to be fixed by the President. It may meet at other times on the request of the President or of the two Vice-Presidents, or of any three of its other members. Special Council meetings shall be held at such times and places as may be designated in the calls therefor, which calls shall be printed or written notices delivered or mailed to the post office address of each member of Council or to the secretary of such affiliated Boards of the current year as have not sent notices of the election of their members of Council, and all such notices shall be issued by the Secretary-Treasurer.

7. The annual session of the Board shall be on the third Wednesday of August at such place as may be selected by the Council, unless the place for holding such session shall be fixed by resolution of the Board.

Any such session may be adjourned to any subsequent date by the members present.

8. Special General Meetings of the Board may be summoned at any time by the President, the two Vice-Presidents, or the Council.

9. Each affiliated Board shall pay annually to the Secretary-Treasurer towards the expenses of the Maritime Board an amount in the proportion of a per capita tax of 15c. each on its membership.

#### RULES AND BY-LAWS.

1. The President, Vice-President and Secretary-Treasurer shall be elected by nomination and ballot separately.

2. The order of business shall be as follows:

(1) Roll Call.

(2) Reading of the Minutes of last meeting and amendment or approval of the same.

(3) Appointment of Committee on unfinished business.

#### FEATURES OF CHATHAM AND OF THE MIRAMICHI.

The town of Chatham is prettily situated on a gentle declivity of the south bank of the Miramichi River, and is the commercial centre of the district. Its history is concurrent with the early history of the Province. Its distance from the ocean is less than 30 miles, and transatlantic steamers and square-rigged barques come to its port during the summer months to load deals for the European and other markets.

There are about 13 lumber mills on the Miramichi River, the greater part of them being of large capacity, and their aggregate export trade is over \$1,000,000 per annum. Chatham has two or three of these mills, and one of them, that of the J. B. Snowball Co., Limited, is the largest on the river. Besides its lumber, there are its fishing and canning industries and its pulp mills.

Of the fishing industry of the Miramichi, the most important is that of smelt catching. Every year no less than about 1,000 tons, or about 100 carloads, are caught and frozen and exported to the United States. The lobster industry on the Miramichi and adjacent coast line is estimated to be worth about \$200,000 annually. Another important industry in the Miramichi district in the canned goods line is that of blueberry packing. One of the firms engaged in this industry alone has this season taken orders for 100 carloads.

#### THE RESIDENTIAL PART

of Chatham is a fair criterion of the prosperity of its people, the dwellings of the business men being neat, roomy and attractive, while the gardens and lawns that surround many of them are particularly spacious, well kept and handsome.

#### THE PUBLIC BUILDINGS

would be a credit to a much larger town. The post office is built of brown stone, and is modern in its appearance and appurtenances. The town hall is a fine imposing building of red brick. In educational matters the town takes a lively interest, and one of the evidences of this is the fine and substantial high school building which is nearing completion on an eminence overlooking the town. The building is of grey stone and will cost the town \$30,000. Another evidence of the fact that the town is not asleep is the sewerage and waterworks systems which are now being put in at a cost of \$150,000. The source of the water supply is three artesian wells, which have been bored just outside the western limits of the town. The pressure from these wells is about 80 pounds to the square inch. The official census relating to the town has not yet been issued, but it is estimated that it will show a population of about 6,000.

of the Board was prepared to report. He moved that the report be received and laid on the table. Mr. Jarvis seconded the motion, which was carried.

Mr. J. A. Chipman said that if the proposed amendments to the by-laws were taken up as the next order of business it might materially assist in advancing the business of the convention.

On motion of Secretary Smith the suggestion was concurred in, and the constitution and by-laws as amended by the committee were read by Secretary Smith.

The discussion of such subjects are usually long and tedious, but, the meeting being



(4) Reading of the Minutes of meetings of Council held since the last general meeting.

(5) Presentation of Petitions and Communications.

(6) Reports of Committees.

(7) Unfinished Business.

(8) New Business.

(9) Election of Officers.

3. At the opening of each annual meeting of the Board, immediately after the reading of minutes, the President or other Chairman shall appoint a Committee on unfinished business to consist of one delegate from each affiliated Board represented at the meeting. Such Committee shall forthwith proceed to arrange the order in which the various subjects for consideration shall be taken up, providing as far as possible, that each affiliated Board, in order of larger membership, shall have priority as to one such subject only. The Committee on unfinished business shall report the order of subjects to the Board for confirmation as soon as possible after their appointment, and shall report any other subjects proposed for consideration from time to time throughout the meeting.

4. All questions relative to the priority of business shall be decided without debate.

5. The Chairman shall preserve order, and shall decide all questions of order, subject to appeal to the Board.

6. All motions shall be made in writing, when required by the Chairman; no debate shall be allowed except on a motion regularly before the chair, but a motion may be prefaced.

7. When two or more members rise at the same time, the Chairman shall name the member who is first to speak.

8. A member being called to order, shall immediately sit down unless permitted to explain.

9. If any member appeal from the decision of the Chair, the Board shall decide such appeal without debate.

10. Any member may of right require the question under discussion to be read for his information at any time during the debate, but not so as to interrupt a member while speaking.

11. No member shall speak more than twice, or longer than 10 minutes on any one question without leave.

12. Every member, wishing to speak, shall rise and respectfully address the chair; he shall confine himself strictly to the matter under discussion.

13. No motion shall be put or debated, unless the same be seconded; when seconded, it shall be stated by the Chairman before debate.

14. After a resolution is stated by the chairman, it shall be deemed in possession of the Board, but may, by permission of the Board, be withdrawn at any time before decision or amendment.

15. When a question is under debate, the only motions in order shall be—1st, to adjourn; 2nd, the previous question; 3rd, to lay on the table; 4th, to postpone indefinitely; 5th, to adjourn to a certain time; 6th, to refer; 7th, to amend. The previous question, when moved, must be seconded by at least five members. When the previous question is moved and seconded, it shall be put in this form: "Shall the main question be now put?" If this is carried, all further amendments and debate shall be excluded, and the question put without delay. If the question has been amended, the vote shall be taken on the amendment first. If more than one amendment has been made, the last made amendment in order shall take precedence in the vote. It shall not be in order to reconsider the previous question.

16. A motion to adjourn the Board shall be always in order, except—1st, when a member is in possession of the floor; 2nd, while the yeas and nays are being called; 3rd, while the members are voting; 4th, when it has been decided that the previous question shall be taken, a motion to adjourn simply cannot be amended, but a motion to adjourn to a given time may be, and is open to debate.

17. A motion to lay a question on the table simply, is not debateable, but a motion to lay on the table and publish, or with any other conditions, is subject to amendment and debate.

18. A motion to amend an amendment shall be in order; but a motion to amend an amendment to an amendment shall not be entertained. An amendment modifying the intention of a motion shall be in order, but an amendment relating to a different subject shall not be in order.

19. A question may be reconsidered at any time during the same meeting, on a motion made and

seconded by members who voted in the majority, and when once made and decided in the negative, shall not be revived before the next meeting of the Board; and no question shall be reconsidered more than once, nor shall a vote to reconsider be reconsidered.

20. No member shall be eligible for the office of President or Vice-President for more than two years in succession.

21. The Secretary-Treasurer shall duly record in a book, all minutes, or resolutions, decisions, and other proceedings of the Board, entering therein all accepted reports, orders and resolutions, and shall notice reports, memorials, and other papers submitted to the Board only by their titles, or a brief description of their purport. He shall also keep proper books of account and submit the same for audit at the annual meeting and whenever called on by the President or the Council so to do.

22. The payments from affiliated Boards shall fall due on the third Wednesday in August in each year, and no delegate shall have the right to take part in the annual meeting until such payment from the Board he represents shall have been made.

23. The foregoing By-Laws shall likewise govern the proceedings of the Council, in so far as they are applicable.

24. The Constitution and By-Laws may be added to, repealed or amended by a vote of two-thirds of all the members present at any general meeting of the Board, notice of such amendment having been given at a previous general meeting and entered upon the minutes, or sent in writing to the Secretary at least once a month before the general meeting at which it is to be considered. If any such notice shall be received by the Secretary he shall forthwith send a copy of the same to each affiliated Board.

#### THE DISCUSSION OF THE CONSTITUTION.

The modifying of the style of the organization from the "Board of Trade of the Maritime Provinces" to "The Maritime Board of Trade" was the result of a suggestion of Mr. O. Allison, St. John. "In writing it, we nearly always say 'Maritime Board of Trade,'" he suggested.

The constitution has hitherto only allowed for the election of one secretary, and the provision in the revised by-laws was inserted by the suggestion of Secretary Smith, who, in moving its insertion, explained that it was done in view of the contemplated election of a permanent secretary. The new corresponding secretary would reside in the same town as the president.

Secretary Smith wanted the word "session" inserted in the constitution in place of the word "meeting" wherever the latter occurred. He thought it would be more Parliamentary, but his suggestion was not concurred in.

#### THE COUNCIL.

The consideration of the clause regarding the meetings of council induced quite a little discussion. He said that the council had not met for some years and he thought it should meet at least once per annum, and that the time of meeting should be fixed. He suggested some date in February.

Mr. G. D. Harris said it would be difficult for the Prince Edward Island members to attend a meeting in February owing to the uncertainty of navigation.

Secretary Smith suggested that the clause be adopted without the month being fixed.

Mr. J. A. Chipman thought the date should be left with the president.

A member: "What about June?"

Mr. Harris: "That would suit us in Prince Edward Island."

Someone suggested that the council should have two meetings during the year.

Mr. Fisher did not approve of the suggestion of two meetings.

Mr. Black thought two meetings of the council would be a good thing if it could be worked, as it would tend to increase enthusiasm in the Maritime Board of Trade matters.

Mr. M. G. De Wolfe said he desired to correct the impression that seemed to obtain in regard to nothing being heard of the Maritime Board of Trade between the annual meetings. "When I was president," he said, "the secretary was instructed to send out circulars about every two months bringing to the attention of the boards matters appertaining to the Maritime Board." He said that since the formation of the Maritime Board only two meetings of the council had been held, one at Truro and another at St. John. To have a fixed date on which to hold the meetings of the council would be a great help to the president and officers of the board.

Mr. Jarvis said he endorsed what Mr. De Wolfe had said. "There is just one other thing to which I wish to refer," he said, "and that is that we are indebted to the president for his efforts and to the prominence which has been given to Maritime Board of Trade matters by THE DRY GOODS REVIEW, whose editor is with us to day." (Applause.)

#### EXPLANATION FROM THE PRESIDENT.

"Before putting this motion," said President Loggie, "I wish to say that I have felt some diffidence about calling the council together, knowing that its members were busy business men, and especially as there was nothing of importance appertaining to the Maritime Provinces demanding attention. I think the suggestion of calling the council together at a fixed time a good one.

The motion fixing the date as printed in the constitution and by-laws as above, namely, June, was ultimately adopted.

#### A FINANCIAL QUESTION.

Mr. Fisher raised the point as to whether the per capita tax was sufficient, particularly in view of the proposition to appoint a permanent secretary. "Then," he said, "I do not think it is fair for us to ask the officers of the Board to travel here and there on the business of the Board at their own expense."

Mr. M. G. De Wolfe pointed out that at the last annual meeting the financial state-



ment showed the receipts to be \$117 and the expenditure \$32.50.

#### WELCOME FROM CHATHAM.

During a slight lull in the proceedings Mayor Snowball, of Chatham, grasped the opportunity of welcoming the delegates on behalf of the town of which he is chief magistrate. "I would like," he began, "to welcome you on behalf of the town of Chatham. We feel proud that you should have selected this place for your annual meeting. We cannot claim any particular advantage, except that we have the liveliest town in the Provinces. (Applause.) We have a magnificent climate and a beautiful country and I hope you will carry away with you the most pleasant recollections when you depart." (Applause.)

#### THE PRESIDENT'S ADDRESS.

President Loggie, before presenting his annual address, requested Vice-President Dr. Muir, of Truro, to take the chair. The address was as follows :

#### GENTLEMEN OF THE MARITIME BOARD OF TRADE :

Another year has passed and another century has closed since last we met in annual session.

Remembering, as I do, the exhaustive addresses of my immediate predecessors, Mr. Jarvis, of St. John in 1899, and Mr. De Wolfe at last year's session. I am indeed conscious of my inability to do justice to the important matters affecting the mercantile interests of the Maritime Provinces.

I am, however, justly proud of this opportunity of welcoming the representative business men of the Maritime Provinces to the Liverpool of the North Shore of New Brunswick.

We meet in the second commercial centre of the Province, whose activities in the lumbering and fishing industries are of the greatest value and importance to the mercantile interests of the Maritime Provinces.

There is here one of the most magnificent rivers, ranking second in the Maritime Provinces, and our town, the principal distributing centre of Northern New Brunswick.

You will observe our streets do not present as unencumbered an appearance as we would wish ; but you will notice that the general condition of obstruction is due to our town authorities being engaged in supplying Chatham with a water and sewerage system and other improvements ; so as to place us on a footing with the most progressive cities and towns.

#### MEETING OF COUNCIL.

Although no matter of a Maritime character has been brought to my notice that required a meeting of council during the past year, I am persuaded it would be to the advantage of the Board that the by-laws provide that there shall be a meeting of council, six months after the annual meeting, it being optional with the president to convene other meetings of council as necessity might require.

#### CONSTITUTION AND BY-LAWS.

The matter of revising the constitution and by-laws was referred to a committee, consisting of the president, secretary and M. G. De Wolfe, Esq.

But, under the constitution itself, no alteration could be made without notice being given at a

previous general session, or twenty days' notice before the session at which the alterations were proposed to be made. The secretary has in his hands alterations prepared under the twenty days' rule, and they may be made effective.

#### COLD STORAGE.

It is apparent that more attention must be given to the ocean-carrying trade of perishable commodities.

Professor Robertson, since his return from England, is impressing on us the necessity of delivering perishable products to markets in the best possible condition. It is important that steamers be fitted up with the most improved cold storage system, so that all deterioration possible of perishable goods be avoided. It would be in order for this board to memorialize our Federal Government on this important matter, and urge the fitting up of necessary steamers to overtake the increasing trade in this class of goods, that justice may be done and shippers encouraged by having the best equipments possible, to secure the Mother Country markets.

#### SOUTH-AFRICAN WAR.

During the year that has passed we have been welcoming home our heroes of the South-African War. They have acquitted themselves as the "bravest of the brave," and won laurels that we, representing the mercantile community of the Maritime Provinces, should be proud of.

Although war at any time is a most deplorable thing, we are persuaded that the one now, we believe, nearing to a close, and adding another patch of red to the British Empire, was a just and most righteous one, and was a means of binding the Colonies themselves and the Mother Country closer together.

The Maritime Provinces have been prominent in the supplying of hay and horses for the great undertaking, and more steamers have cleared for South-African ports from St. John and Halifax, during the past year than ever before.

#### FOURIST TRAVEL.

This subject is always important, and, although much has been done to have our Provinces known as desirable summer resorts, there is still a wide field of usefulness in this direction.

The Maritime Merchant suggests that if large, plainly furnished and well ventilated rooms, also plain food, well cooked and nicely served, with everything spotlessly clean, were more generally available, such boarding places would encourage tourist travel. When attending our last annual meeting I was greatly impressed with the extent of tourist travel in the "Land of Evangeline" and wondered why the Miramichi did not attract more American tourists.

#### DEATH OF OUR BELOVED QUEEN.

The whole British Empire has mourned the loss of "Victoria the Good," and we of the Maritime Provinces have expressed our sympathy.

It becomes us, at our first meeting under our new Sovereign, King Edward VII., to express our loyalty to him, who, we believe, will rule us as wisely and justly as did his beloved and lamented mother.

#### CENSUS.

Another decade has gone and we find our Dominion has increased in population over half a million.

We regret that the increase in the Maritime Provinces is not as much as we would like it to be, and we realize that, as representing the mercantile community, it behooves us to encourage industries indigenous to our Provinces, and foster them as far as we can, so that our young men and women may

find employment at home, instead of in our neighbors' cities.

#### RECIPROCITY WITH THE UNITED STATES.

We are pleased to note the change of opinion by our respected neighbors as regards the desirability of securing freer trade relations with Canada.

It is expected the Joint High Commission will soon meet, and we fondly hope the territorial dispute has been in the meantime discussed and an equitable finding arrived at, so that the important matter of trade relations may be taken up and put into effect.

There is, in the New England States, a growing desire that freer trade relations shall exist

It is gratifying to know that the importance of our trade with our neighbors is now being to some extent realized by them, and they are putting forward, through their chambers of commerce and trade journals, that it is now their turn to sue for freer trade relations, as is illustrated in the following editorial paragraphs from The Dry Goods Economist, which is the leading trade journal representing the manufacturing of fabrics and wholesale trade in the same :

"To-day, however, when the Administration at Washington is committed to the policy of reciprocity, and clearer ideas prevail as to the best mode of treating our neighbor, the question of commercial union with Canada is again coming to the front, and, it is to be hoped, with better prospects. It is becoming every day more clearly recognized that with no country is reciprocity more desirable than with Canada, and there is reason to believe that a strong effort to obtain legislation to this end will shortly be made. This time, however, the overtures will be made by the United States.

"It is to be hoped that Canada will not prove coy as to the results of our rejection of her former offers. At any rate, it is gratifying to note that such an energetic and prominent organization as the Merchants' Association of New York has taken up this matter of reciprocity with the Dominion, and, as stated in our news columns, has adopted resolutions calling for early action on the part of Congress."

I am sure this important matter will receive at the hands of this Board the consideration it deserves. While it is of great importance to all Canada, it seems to me to be especially so to the Maritime Provinces, as that is the natural outlet for many of our products.

#### WINTER EXPORT TRADE FROM CANADIAN PORTS.

We are all delighted to learn that the differences that last fall existed between the authorities of the I.C.R. and C.P.R. regarding the winter export trade from St. John have been mutually arranged, and relations are again most friendly.

The wheat crop in Manitoba is an abundant one, above the average, and we may look for an active shipping trade at our winter seaports. This especially interests St. John and Halifax.

But when the Maritime Board discusses winter export trade from Canadian ports, fire insurance rates, import and export traffic over the I.C.R., fast Atlantic service and kindred subjects, then surely it is rendering service to Canadians generally by discussing and considering these broad subjects and making known their views and conclusions for the general benefit.

#### LOCAL BOARDS, ETC.

The subject of permitting defaulting ratepayers to vote in elections for the mayors and aldermen of incorporated cities and towns has been brought forward in New Brunswick, at least, for Legislative action, which has so far been deferred. I am of the opinion that the matter is one upon which this



Board might properly express its judgment, and I therefore commend it to your attention.

The St. John Board has made itself felt during the interim by the active work it did in opposing the proposed legislation regarding restrictions on lumber deckloads.

I am pleased to inform you that Digby Board and Newcastle Board have become affiliated with the Maritime Board, and that Woodstock and Moncton have appointed delegates to attend this meeting.

#### CLOSING REMARKS.

In closing this address, I commend to your consideration the important subjects that are in the secretary's hands, who has arranged with the greatest care all the details for the expeditious consideration of the items to be taken up.

I trust the findings that shall be arrived at will be of lasting benefit to our fair Dominion, and especially so to our Maritime Provinces, and pray you to overlook where I have come short in the proper fulfilment of my official duties during the interim.

I trust your visit may be pleasant and profitable, and that those of you who have never before visited the Miramichi may have kindly remembrances of this one.

I welcome you one and all.

Loud applause greeted the president as he sat down, while Dr. Muir remarked: "It has been a very profitable address, and I have listened to it with a great deal of pleasure. I consider it is one of the best addresses we have ever had before the Maritime Board of Trade." (Hear, hear and applause.)

Mr. M. G. De Wolfe: "Last year when you elected Mr. Loggie your president and Mr. Smith your secretary, I said you made an excellent choice, and what I said has turned out to be true. There is only one thing I regret and that is the president's modesty." He was pleased with Mr. Loggie's devotion to Chatham and expressed the hope that every delegate would return home inspired with the desire to do all he could to promote the interests of his own town.

A committee composed of Messrs. Black, Longworth, J. A. Chipman, W. S. Fisher and G. D. Harris was appointed to consider the address and report on the same.

The meeting adjourned at 12.30 o'clock, while the committees on order of business and the president's address convened.

The convention resumed business at 3 o'clock with President Loggie in the chair.

#### ORDER OF BUSINESS DISCUSSION.

Mr. M. G. De Wolfe, on behalf of the committee on order of business discussion read the following report:

1. Reduction of Postage on City Drop Letters.
2. Canadian "Old Home Week" and Tourist Travel.
3. Discriminating Rates on the Intercolonial Railway.
4. Wharf Extension and Improvements at Pictou and Georgetown, P.E.I., and its relation to Communication with P.E.I.
5. Import and Export Traffic over the I.C.R.

6. Telegraph Grievance of P.E.I.
7. School Question; its present curriculum.
8. Should Civic Tax Defaulters in towns and cities vote at Civic Elections?
9. Fire Insurance Rates.
10. Government Inspection of Bridges and Culverts.
11. The Extension of the Indiantown Railway to Blackville.
12. Marine Insurance Rates.
13. Preservation of our Forests.
14. Cold Storage for our Transatlantic Shipments.
15. Preferential Rebate on goods from Great Britain imported direct to Canada.
16. Trade with South Africa
17. The advantages to accrue to Northern New Brunswick, P.E.I., and Cape Breton by the Government encouraging a Transatlantic line of steamers between the Miramichi and London or Liverpool, calling at Charlottetown and Sydney.
18. Fast Atlantic Service.
19. More permanent materials for Public Wharves and Breakwaters.
20. What can be done to preserve the Lobster Fishery?
21. Bay of Fundy, St. John and Digby Steamship Service.

Mr. J. A. Chipman thought the number of subjects too numerous and wanted the report to be referred, but it was pointed out by Mr. Jarvis that, as in the past, it was not likely that all those who had the introducing of them would be present when they were called and would therefore not take up the time of the Board. The report was then, on motion of Dr. Muir, adopted.

#### CITY DROP LETTERS.

Mr. Geo. E. Boak, in introducing the subject of "City Drop Letters," explained that he did so at the request of the Halifax Board of Trade. The resolution read as follows:

Resolved, that the Maritime Board of Trade urge upon the Dominion Government the desirability of reducing the rate on drop letters to 1c. per oz.

#### ALTERED CIRCUMSTANCES.

Continuing, he said that at one time it was not possible to ask the Government to reduce the rate on drop letters, but he felt we now can do so in view of the surplus that was shown to exist at the last session of the House of Commons. The business men pay the largest portion of this tax. The largest portion of the drop letters that are posted in the cities are posted by business men, and he hoped the members here would join Halifax and St. John in bringing about a 1c. rate.

#### 99 PER CENT. BUSINESS LETTERS.

Mr. W. S. Fisher expressed his belief that 99 out of every 100 business letters are put in private boxes in the office in which they are posted. In some of the larger business centres the merchants were having their letters distributed by errand boys at a much less cost than that charged by the Government.

The resolution was carried unanimously. "OLD HOME WEEK" AND TOURIST TRAVEL.

The subject of "Old Home Week" was introduced by Mr. W. S. Fisher, President of the St. John Tourist Association. "This

tourist business," he said, "is money in our pockets. It provides a source of revenue which, in my mind, has no equal. The question is, what have we to offer as an attraction to tourists? We have

#### A GLORIOUS CLIMATE,

excellent hunting and fishing, and beautiful scenery. Perhaps we are lacking in accommodation. We have an object lesson in the State of Maine. It seems almost fabulous to look upon the figures that they claim from the average receipts from the tourist travel that enters that State. Two or three years ago the Government made an investigation as to the

#### REVENUE DERIVED FROM THE TOURIST

travel annually into that State and it was placed at between \$12,000,000 and \$13,000,000. As the tourist travel is confined to about six months in the year it means that the amount coming into the State of Maine during that period is about

\$60,000 PER DAY.

"The wealth per capita in Maine is higher than in any other State in the Union.

"That estimate was made two or three years ago and since then there has been an increase. In our own city we have a tourist association. Halifax has a similar organization, and I believe in all justice that it has done better than ours. Fredericton has followed us. Montreal has tried to do something, having last year formed a business man's league. Ottawa has formed a tourist association and Quebec and Toronto were considering the matter. Vancouver, too, is

#### GETTING INTO LINE.

"These people are recognizing that there is money in this thing. It is a business matter and ought to be looked after in a business-like way. What industry or what number of industries gathered together are capable of bringing into the country \$60,000 per day for six months, or, taking it for a year, \$30,000 per day?

#### A COMPARISON.

"What have we in this country in comparison with the State of Maine? We have a glorious climate; we have beautiful rivers and excellent hunting and fishing. The hunting privileges in these Provinces are equal to those in the State of Maine. The gentlemen who come down here to hunt moose pay the Government \$30; while it is estimated that every moose taken out of the country costs the hunter from \$200 to \$500. Under the protection of the Government, moose are becoming more plentiful, so much so in fact, that the farmers are complaining of their encroachment."

Proceeding, Mr. Fisher said that not only would those who visit the Maritime



Provinces tell their friends what a good time they had, but they would the

NEXT YEAR BRING THEIR FRIENDS with them, and who knows but that they or their friends might eventually invest their capital in openings which appeared to them promising.

"The tourist travel in New Brunswick has NEVER BEEN SO LARGE as this season. The International Steamship Co. say they have had all they can do to take care of the traffic, and next season will be compelled to increase the number of their steamers.

NO BETTER FIELD TO EXPLOIT. "There is no better field to exploit than this tourist travel. The tourist pays cash and the money he spends is spent widely. There is no industry in which it is so widely spent.

"The question is: What can we as a board do to help along an effort of this kind? It seems to me that we can at least encourage the formation of local tourists' associations in these Provinces, and

URGE THE DIFFERENT PLACES that have attractions for tourists to improve their accommodation so that those who once visit them will not only come again themselves, but will bring their friends with them. I do not think the question should be looked upon in a narrow way. We want to look upon this thing in a broad and a maritime way. In St. John our association has not been looking after St. John alone. We have been looking after the Province as well, and in pursuance of this we have tried to

ADVERTISE EVERY BEAUTY SPOT. We have spent money in the hope that it would benefit, not only St. John and New Brunswick, but the whole of the Maritime Provinces." (Loud applause.)

Before taking his seat Mr. Fisher moved the following resolution:

That, in the opinion of the Board, it is desirable that all possible steps should be taken to develop tourist travel in the Maritime Provinces.

That the annual setting apart of an "At-Home Week," during which former residents of the Provinces might be able under special railway and steamboat facilities to visit their former homes, would materially assist in such development.

That the various local boards of trade be requested to take this subject into serious consideration.

Mr. W. M. Jarvis: "I have much pleasure in seconding the resolution. Let me say this: There is no man in the Maritime Provinces who has done so much in promoting the question of tourist travel as Mr. Fisher. ('Hear, hear,' and applause.) As I understand it the

IDEA OF THE HOME WEEK is this: The word home is very dear to us all. It has unfortunately happened in the

past that a good many of our people, in order to better their position or to attempt to do so, have sought homes in other parts of the American continent. They have gone to the United States and they have gone to the West. They have struggled there for a living, but they still think of home and its surroundings, and they have heart yearnings to see it once more before they die; but some of these people have not the means to do as they would like, and it would be a good thing for this board to

#### BRING PRESSURE TO BEAR UPON THE RAILWAY

and steamship companies to induce them to reduce their rates for a certain week so that those people would be again able to visit the scenes of their boyhood.

"Look at it from another standpoint. The people whom we induce to visit us will many of them bring with them their wives and children, while some of them will bring friends. This will mean not only the expenditure of money in our midst, but who knows but that some of them may not see openings for the investment of capital here more favorable than in their own homes." (Applause.)

#### TRIBUTE FROM MR. FISHER.

"I would like to say another word," said Mr. Fisher, "and that is to pay a tribute to the efforts that have been made on behalf of tourist travel in the Maritime Provinces by THE DRY GOODS REVIEW whose managing editor is with us to day." (Loud applause.)

#### GOOD WORK OF THE ST. JOHN ASSOCIATION.

Mr. Allison, secretary of the St. John Board of Trade: "I would like to say one word. Although not actively connected with the Tourist Association, yet, as the association has its offices in the Board of Trade building, I have opportunity of seeing the good work it is doing. I have seen almost day after day a stream of tourists coming into the office seeking information, and I have afterwards seen many of them come back and thank Mrs. Olive, the lady in charge of the work, for the assistance she had rendered them. I think a resolution passed by the Board will stir up places to establish similar bureaus of information for tourist travel."

#### A DIFFICULTY.

Mr. Geo. Boak expressed the fear that difficulty would be experienced in getting the railways to reduce fares at a season when they were already taxed to their utmost to take care of the tourist travel.

Mr. M. G. De Wolfe thought the time had come when they should do what the State Board of Trade of Maine had done,

and that was start a publication for the dissemination of information for the benefit of tourists. "We have reached a stage when we ought to

#### COMBINE OUR EFFORTS

and bring stronger pressure to bear, not only upon the railways, but to educate our people to the importance of providing the necessary accommodation for tourists and travellers. The trouble is, our people are not providing facilities fast enough."

#### RAILWAY DISCRIMINATING RATES.

The subject of "Discriminating Rates on the Intercolonial Railway," was introduced by President Loggie, whose place in the chair was in the meantime taken by Vice-President Dr. Muir. Mr. Loggie said that for a long time the town of Chatham had been endeavoring to get the

#### SAME RATE OF FREIGHT

as Fredericton. On flour, for example, the rate to Fredericton from the west was 6 to 11c. per barrel lower than to Chatham, although the latter place was only about 11 miles from Chatham Junction, while Fredericton was 90 miles. He explained that he had been appointed by the local board to wait upon the Canada Eastern Railway in regard to the matter at the request of the Grand Trunk Railway to see if a 2c. arbitrary could not be obtained. The manager of the Canada Eastern offered to

#### REDUCE THE ARBITRARY

by ½c., making it 2½c. instead of 3c. But since then they had asked to have the matter stand in abeyance on account of the high price of coal. This condition of affairs

#### HANDICAPPED THE MERCHANTS

of Chatham in competing with Fredericton for business. There was some talk of trying to get one of the line of steamships running between Montreal and Prince Edward Island to make Chatham a port of call, but Mr. Loggie said he did not favor this proposal as long as there was a chance of coming to terms with the railway people, especially as there is not enough business for both railway and steamship. Before taking his seat he moved the following resolution:

Resolved, that this Board recognizes that the existing through rates on carload shipments from the west to Chatham and Newcastle, which are large distributing points for other centres of trade and industry on the north shore, operate adversely against the merchants of those towns, and desires to impress upon the Intercolonial Railway the desirability and equity of removing the discriminating rates, so as to place them on the same basis as Fredericton, Moncton, Halifax, St. John, etc.; and that a copy of this be sent to the Minister of Railways by the secretary.

#### AN ABSURDITY.

Secretary Smith, in seconding the motion, said it was absurd that the merchants of



Chatham could not get at least the same through freight rate from the west as could those in Fredericton, who were nearly 100 miles farther than Chatham from the main line of the Intercolonial Railway.

Mr. M. G. De Wolfe: "I would like, with your consent, Mr. President, to ask Mr. Russell why the railways carry freight longer distance for lower rates than they do for shorter distances?"

#### A QUESTION OF DUNNAGE.

Mr. E. G. Russell, who is the new manager of the Intercolonial Railway, said he would not like to answer the question from a railwayman's standpoint. (Laughter.) "At any rate the matter of freights does not come within my department," he added amid renewed laughter. He explained, however, that it was due to "dunnage." There were commodities which the railways had to carry which did not pay them, or that did not fill the car, and it then came to the question of "dunnage" or filling up. The freight which they took with which to fill up was necessarily taken at a low rate. It was the same with steamship lines as with railways.

Mayor Morrison, Newcastle: "I cannot understand how it is that freight can be carried cheaper over some roads for longer than for shorter distances. I think we should do as the people of Halifax do, and that is, tell the railway people that we will bring our freight in by water until the railways are prepared to make better terms with us, for we have nearly as good facilities for doing so."

Mayor Snowball, Newcastle: "This has been a live subject for many years, and I think we have not been successful because we have

#### NOT HAD AS MUCH PLUCK

as the people of Halifax. I cannot see where dunnage comes in. Before this discriminating rate came into existence we had a large portion of the trade between here and Boiestown, which we have now not got."

Mr. F. W. Sumner, Moncton, said it seemed to him that the railways

#### HAD GOT THEIR HEADS TOGETHER

and that the C.P.R. had the other end of the string. (Hear, hear.)

Mr. F. P. Reid, Moncton, said that other places had been kept back by St. John and Halifax. "Some years ago," he added, "we at Moncton were placed on unfavorable terms with St. John. We got that remedied by being put on equal footing, but they have now got us on the hip again."

#### P. E. I.'S GRIEVANCE.

Mr. W. H. Aitken, Charlottetown, P.E.I., declared that the people in his Province

had a greater grievance against the Intercolonial Railway than any other part of the Dominion. "It is all right as long as navigation is open," he said, "we pay a rate of 5 to 6c. on certain commodities, but in the winter the rates are jumped to 15 and 16c. We have tried for several years to get redress, but without avail. On through goods from England we get a rate of 15 to 16s. per ton in the summer, but we have got to pay 27s. 6d. to 30s. when in the winter we get our freight over the I. C. R. via Halifax." Another complaint he made was that the people of Prince Edward Island could not compete with grain coming from Ontario for shipment from Halifax.

#### DID NOT WANT THE I. C. R. TO PAY.

Mr. F. W. Sumner declared that they did not want to make the I.C.R. a paying institution any more than they did the canals in the west. "That is the reason," he said, "we come here to-day and say we want to be placed on a basis that will allow us to compete. Prince Edward Island stands a little out from us. They get their goods shipped cheaply enough in the summer, and they then care nothing about the railway. We, at Moncton, made an arrangement with the railways whereby we get a rate for all the year around. That is what the people of Prince Edward Island should do."

Mr. E. G. Russell: "I fear you are going to run against a snag with that resolution."

Mr. Loggie's motion was put and carried, and the following, moved by F. W. Sumner and seconded by J. H. Harris, was also adopted:

Resolved, that in the opinion of the Maritime Board of Trade, now in session at Chatham, that the ports of Moncton, Chatham and Newcastle are entitled to the export rates on flour and mill stuffs from the west intended for distribution by water from those ports, and also to terminal rates on other merchandise for local distribution, and

Further resolved, that a memorial be prepared, or copy of this resolution be forwarded, to the Hon. Minister of Railways and Canals praying they be accorded.

When the question of wharf extension and improvements at Pictou, and Georgetown, P.E.I., were reached, Mr. Aitken asked permission to withdraw the subject, Mr. Russell, the manager of the I.C.R., having informed him that the necessary arrangements were being made to provide the required accommodation.

#### TELEGRAPH GRIEVANCE OF P.E.I.

The subject of Prince Edward Island's telegraph grievance was introduced by Mr. W. H. Aitken. He said that as the matter had been brought before the Maritime Board of Trade at a previous meeting, he did not propose to go into it at any great length. The particular trouble was that the tele-

graph offices connecting with the cable system to the mainland were closed at 8 p.m. and not opened until 9 o'clock the next morning. Mr. Aitken moved the following resolution:

Resolved, that this Board again urge on the Federal Government the prompt improving of the telegraph connection between the mainland and Prince Edward Island, the necessities of which have already been fully set forth to the Government.

#### OF GENERAL IMPORTANCE.

Mr. C. E. Bentley, Moncton: "I have much pleasure in seconding the resolution. The question is not only of importance to Prince Edward Island, but it is of importance to every Province."

Mr. Geo. E. Boak, Halifax, as one having occasion to use the telegraph service between Prince Edward Island and the mainland, testified to the inconvenience of the practice of closing the offices thirteen hours of the day.

Mr. E. C. Hanrahan, Sydney, said he remembered that the matter was brought to the attention of the Hon. Mr. Blair some years ago and

#### HE WAS SURPRISED,

as one who had been absent from the Maritime Board of Trade meetings for two or three years, that the evil still existed.

Mr. Aitken explained that the telegraph company had a monopoly and received a subsidy of \$2,000 a year from the Federal Government. "Our Minister, Sir Louis Davies," he said, "has done all he can to remedy matters, but has failed. Sir Louis, however, is of opinion that the

#### MONOPOLY CAN BE TAKEN AWAY,

claiming that it has broken its agreement with the Government." He also referred to the charges of the telegraph company. The charge to Boston is \$1 for ten words. "In fact," he concluded, "the company can practically charge just what it chooses."

#### BELIEVED IN GOVERNMENT OWNERSHIP.

Mayor Snowball: "I think franchises of this kind should be in the hands of the Government or of the municipalities. (Hear, hear.) While travelling in England and on the Continent I have had opportunity of seeing the advantage of having franchises of this kind in the hands of the respective Governments. I would like at some future stage of the convention to see the question of public franchises brought up for discussion."

The resolution was carried unanimously.

#### PUBLIC SCHOOL CURRICULUM.

"The School Question; Its Curriculum," was introduced by Mr. Geo. E. Calkin, of Kentville, N.S. He said it would be conceded by all that there was no more



important question confronting the community than that of proper, sufficient and efficient education. "The most progressive nations of the world, and those which are aiming at and achieving the highest results of both material and moral civilization are indisputably those in which education has attained the highest standing."

"Now, I take it," he continued, "that nowhere in the world is there a finer country capable of illimitable development and possessed of unequalled natural resources of the field, the sea, the forest and the mine than this Canada of ours, and nowhere in the world can that 'knowledge which is power' be better employed or turned to more immediate natural advantage."

Proceeding, he disapproved of the system in vogue in Nova Scotia, and introduced a resolution asking for the appointment of a commission by the Nova Scotia Government to investigate the subject.

#### AN UNCALLED-FOR INDICTMENT.

Mr. C. E. Bentley, Truro, N.S., declared that, from his own personal knowledge, such an indictment of the Public School system of Nova Scotia was not true.

Mr. N. S. Fisher, St. John, was rather disappointed that Mr. Calkin had not said something in reference to the Lloyd system of manual training. It had been introduced in Fredericton, and he hoped to see it introduced in many parts of the Maritime Provinces.

Mr. F. W. Sumner, Moncton, N.B., said he agreed with some things that Mr. Calkin had said. "Most of the boys who came out of the public and high schools cannot write well, cannot spell well, cannot measure a yard of stone," he said. "I hold it is the duty of the State to

#### TEACH THE BOYS THE THREE 'R'S'

and then provide technical education. It should teach them what to do in the ordinary run of life. What in thunder do we want of lawyers, doctors and professional men? (Laughter.) We often turn the boys out of our public schools possessing practically nothing. I have had men who could scarcely read or write who knew more than those who knew it all; or at least pretended they did. I have tried to get boys out of the high schools that were some good, but I have seldom succeeded. I have a son of my own who went through the high school but he came out just like the rest. (Laughter.)

"Do not think for one moment that I would disparage education. Give me a boy that can row a boat, reef a sail and harness a horse. Give such a boy education on the top of that and you will have a boy worth something."

Mr. C. E. Bentley declared it would be very difficult for the Maritime Board of Trade to point out to the Government of Nova Scotia any weakness in its educational system. They had among other things the Lloyd system of manual training, and experimental farms.

#### NO SECONDER.

As Mr. Calkin's motion failed to find a seconder it fell to the ground.

#### THE PRESIDENT'S ADDRESS.

Mr. W. S. Fisher, on behalf of the committee to whom the matter was referred, reported in favor of entering the president's address in the minutes of the board. He and Mr. M. G. De Wolfe moved to that effect, and the meeting concurred.

#### TAX DEFAULTERS AND CIVIC ELECTIONS.

On motion of Mr. W. M. Jarvis, seconded by Mr. George Watt, the following resolution was adopted:

In the opinion of this Board, no elector in default for payment of civic or municipal taxes should be permitted to vote in civic or municipal elections.

The discussion was brief and altogether in favor of the resolution. Some of the speakers gave examples of the benefits that had been derived by municipalities which had such a law in force, the effect being to quicken slow-paying citizens to meet their obligations in order that they might not be deprived of their votes.

The president announced that the delegates had been invited by the local board to a trip down the Miramichi River on Thursday afternoon, on a steamer kindly placed at their disposal by Senator Snowball.

The convention adjourned at 6 o'clock.

#### TECHNICAL EDUCATION.

The evening session was opened at 8.30 o'clock, and after routine Mr. C. E. Bentley introduced the following resolution, which, after being seconded by Mr. George E. Calkin, was carried unanimously and without discussion:

The Maritime Board of Trade desires to place on record its deep appreciation of the continued efforts of the various boards of education to encourage education of a practical nature, and wish to express their warm thanks to Sir Wm. Macdonald for his assistance in introducing the Lloyd system of manual training in the public schools of the Maritime Provinces, and would urge upon the respective Governments of the Maritime Provinces the great importance to the business community of further encouraging and assisting education of this practical character.

#### INSPECTION OF BRIDGES AND CULVERTS.

When the subject of "Government Inspection of Bridges and Culverts" was reached, Mr. F. O. Allison, Secretary of the St. John Board of Trade, said he was sorry that Mr. Hathaway, who was the father of

the proposal to bring the matter before the Board, was unable to be present.

#### AN IMPORTANT MATTER.

Mr. W. S. Fisher: "This is an important matter, especially in New Brunswick, where there have been a number of serious accidents and loss of life through defective railway bridges and culverts." He moved the following resolution:

In view of the number of serious accidents that have occurred during the past year or two through defective bridges and culverts, this Board recommends the local Governments to consider the advisability of appointing an official whose duty it shall be to examine and report upon their condition.

#### THE STATE OF AFFAIRS IN NEW BRUNSWICK.

Mr. W. M. Jarvis explained that the matter was of more importance to New Brunswick, because in that Province there was a greater railway mileage owned by private corporations. He said there were, at least, 10 or 12 railways which were not under Government control. "It is said that some of the roads are in such a dangerous condition that one or two passengers are kept on the outside of the train in order that they may be able to help out those who are inside in case of an accident. (Laughter.) I have myself been on railways where the rails have spread and it has been necessary to get poles with which to pry the engine on the rails again."

#### CAUTION URGED.

Senator Snowball: "Many of those roads are in straitened circumstances and very little would stop them altogether. If the Dominion Government were to undertake the inspection many of the private roads would be closed down, for there is not enough money in them for capitalists to go in and take them up. To stop these roads would be a serious loss. I am perhaps crying 'danger,' and then saying 'do not touch them.' I would urge that the very mildest caution be taken with the companies. If the Dominion Government took hold the chances are that they would compel the railways to replace the wooden bridges with iron or steel. It is an evil and a growing one. Most of the railway bridges are wooden and have not had any repairs for years. What I would ask is that the Board be very cautious indeed."

#### MAKE THEM PART OF THE I.C.R. SYSTEM.

Mr. Geo. E. Calkin: "There are about 10 roads in New Brunswick that scarcely pay. Why not ask the Dominion Government to take them over and make them part of the Intercolonial system?" (Hear, hear.)

Mayor W. B. Snowball: "I think the delegate from Kentville has hit the nail on the head. It would be a good thing for the Government to take over the roads, and I



think something along that line might be placed in the resolution before us. There are roads in this Province which are closed during the winter, much to the detriment of trade and of the people in this part of the country."

Mr. Fisher's resolution was carried unanimously.

#### FIRE INSURANCE RATES.

Mr. J. E. De Wolfe, Halifax, in introducing the subject of "Fire Insurance Rates," said: "It is well known that the fire insurance companies propose another advance in rates. I think Mr. Jarvis can tell us that it was proposed to raise the rates in St. John, but this had been deferred on account of opposition. We have found in Halifax that the

BETTER THE PROTECTION THE HIGHER THE RATES.

We were told that after we had made certain improvements in the fire protection system the rates would be reduced. We made the improvements and, instead of being reduced, the rates were raised 20 per cent. The question we have got to face is this: In the event of the fire insurance companies increasing their rates, what are we, as a Maritime Board of Trade, to do? I think a protest from this Maritime Board of Trade would have more effect than a protest from any one district. I would like an expression of opinion from this Board in regard to the matter."

#### FIRE PROTECTION MAKES NO DIFFERENCE.

Mr. E. C. Hanrahan, Sydney: "It does not make any difference what protection you have against fires. It seems to me the fire insurance companies have made up their minds to increase the rates no matter what classes of buildings you may have. We were told in our town that the water pressure was not strong enough. We improved it, and have now a water pressure of 75 lb. to the inch. Besides this we have a new fire engine, and still the insurance companies will not guarantee that the rates will not be raised. I would like to ask how the rates are in Halifax and St. John compared with those in Cape Breton?"

Mayor Snowball, Chatham: "What rate do you pay on your principal business streets?"

Mr. Hanrahan: "Three cents."

Mayor Snowball: "That is what we pay on Water street, our chief business street."

Mr. J. E. De Wolfe: "We have come to the conclusion that we have to pay for the losses in the west and elsewhere."

#### AN INSURANCE MAN'S VIEWS.

Mr. W. M. Jarvis said that he occupied a somewhat delicate position, representing as he did The Liverpool and London and

Globe, one of the largest British fire offices, for the Maritime Provinces, and, at the same time, appearing here as a delegate from the St. John Board of Trade. Under the circumstances he should ask leave to retire while this subject was under discussion.

Before doing so he wished, however, to say that the important company he represented had in no way intimated to him any dissatisfaction with the current rates of insurance in these Provinces, or with the business he had transacted for them.

#### SWEEPING ADVANCE IN RATES UNCALLED FOR.

This was all he could say for his company, but for himself he did not hesitate to express his personal opinion that sweeping advances in rates in the Maritime Provinces were uncalled for, and he would further add that if any companies had steadily lost money and urged those advances, the cause of such losses should be looked for in the management of their business, and charged rather to their own representatives than to the business community.

The business was one that called for the exercise of great caution and discretion. If companies accepted business indiscriminately and did not take proper pains to avoid

#### OVER INSURANCE

of unprofitable properties, or accepted too much liability in congested districts, there could be but one result. That result need not be incendiarism. It must be loss, either through the development in the property owner of a carelessness or even recklessness, or from excessive liability in proportion to the premiums received.

In one section of the Provinces an indiscriminate canvass for business had been made by a certain company or companies some 15 years ago. Fires continually occurred over the territory until the agent ceased to act. On making up the statistics it was a fact that the fires in that district during the three years, 1898-1900, were only about one-third in number of those which had occurred during a like period 10 years before when the canvass was going on.

Regarding Fire Insurance Boards.—Their proceedings were necessarily confidential since, if it were otherwise, agents might be continually accused of influencing increased rates, or of making use of the boards to advance their personal ends. But it might as well be understood that the Liverpool and London and Globe was no blind adherent. His company, it was well known, had been outside the Nova Scotia Board from 1893 to 1898, and outside in Prince Edward Island from May 1899 until April last.

But it was a serious matter for an important company to have these boards and so weaken the influence which they really exercised for good. Unfortunately, in the pursuit of increased business facilities, hazards were continually being introduced which were unheard of in former days. When the boards penalized these by higher rates they were acting in the best interests of the community.

#### GASOLINE AND INSURANCE RATES.

He would instance gasoline and remind the board of the accident at Chatham railway station three or four weeks ago, or the more recent fire at The Tribune printing office at Windsor. Gasoline was a most dangerous vapor product. If it came into common use both property and life must be endangered. Hence the boards forbid its use.

#### DANGER OF VARNISHED WOODWORK.

Then, again, there was the use of varnished woodwork for floors or ceilings. If a fire caught in such a case it spread with lightning rapidity, and gave off a black smoke which drove everyone from the building, or stifled those who could not escape. Instances were the Bamstead and Sutherland fire at Halifax and that in Police Magistrate Ritchie's dwelling at St. John. An extreme case might, however, arise where such a course even was preferable to consenting to some action which might cause serious injury to the community, and eventually to the company itself. He saw it stated in the Halifax newspapers that advances in rates were contemplated in that city. He was not here to say how far this was true, and how far not. But since he had come to this meeting he had been told by an influential merchant that some of the very agents who were claimed to be urging an advance of rates at Halifax, to take effect in the near future, were now urging insurers to place with them all the insurance they could at the current rates, so that the incidence of the expected advances might be postponed in their cases for a year at least.

#### If this were the case it formed

#### A STRANGE COMMENTARY

on the course which it was said was being pursued and showed a strange inconsistency on the part of the companies concerned.

He held in his hand a copy of The Universal Mercantile Schedule, admittedly in its principles one of the best authorities on fire insurance, although its rates and penal charges were suited to the latitude of New York, where the Schedule was prepared, rather than to that of the Maritime Provinces. He had with him, also, a letter from Mr. T. C. Moore, the president of the Continental Fire Insurance Co. and author



of the work. Mr. Moore stated that in his calculations of rates he allowed only 5c. in each dollar of premium for profit and 5c. more for conflagration or extraordinary risk. The balance of the premium should go for reasonable expense charge and for actual loss. If the previous record for a wide territory for years together showed the rates under such conditions excessive, this should be taken into consideration, and proper reductions should be made. If it proved them to be insufficient, no one surely could complain of some necessary advance.

#### CARELESSNESS AS A CAUSE OF FIRE.

It continually happened that owners of property were increasing the hazard through thoughtlessness of the fire risk involved. If they did this, some increase of rate became a necessity, in the interests of the careful insurer. Of such special advances he did not see how anyone could reasonably complain. But it was a different question if sweeping advances were pressed upon the Maritime Provinces only because disproportionate losses had happened elsewhere where there was less of carefulness shown. It was well known, and he did not care to conceal it, that he was determinately opposed to such advances until it could be fairly shown that, in the actual experience of the Maritime Provinces in recent years, they were required.

He would now ask permission to withdraw while this subject was under discussion.

Mr. J. E. De Wolfe: "We would like to hear from some of the mercantile gentlemen here." He said that he had a building on one of the wharves at Halifax which had been used for junk purposes. The rate he then paid was 1½c. When he replaced this building by one of a better class his rate was increased.

#### TRURO'S EXPERIENCE.

Mr. C. E. Bentley, Truro, N.S.: "The matter has been thoroughly threshed out. We all admit that there is a grievance; but what are we going to do about it? There are places in the Maritime Provinces where the rates are deservedly high because they will not provide proper fire appliances. There are others in which the proper appliances have been provided. In Truro we have more than complied with the demands of the insurance companies, and yet we are threatened with an increase in our rates. Twenty years ago, before we had electric lights and before we had a fire department and our stores were lighted by oil lamps and stovepipes were everywhere, our fire insurance rates were 100 per cent. lower than they are to day."

Mr. Geo. E. Calkin urged that more care should be exercised in trying to prevent

fires, and held that the insurance companies were not making money.

#### EXPERIENCE OF PRINCE EDWARD ISLAND.

Mr. W. H. Aitken, Charlottetown: "We have a good waterworks system in Charlottetown. We were told that our rates would be reduced. Instead of that, however, they have increased them, and the insurance companies have made a large sum of money out of Charlottetown. They told us we had to pay for the heavy loss that occurred outside Charlottetown. We will have to cancel a large portion of insurance. We cannot afford to pay it. We do not know where it is going to end. We will have to carry our own insurance to a great extent."

#### THE SENATOR BLAMES NEEDY AGENTS.

Senator Snowball: "We live in the district in which in 1825 was the greatest fire since the destruction of Sodom and Gomorrah. I refer to the great Miramichi fire whose smoke, it is said, could be smelt 700 to 800 miles away. Instead of saying where is the remedy, I would say, where is the evil. The trouble is there are too many needy people going about the country trying to make a living out of insurance premiums. The companies pay too much in commissions. I cannot say whether any of them get 20 per cent., but I know some of these agents get as much as 15 per cent."

"I believe," he continued, "that more than half the fires in the Miramichi districts during the last 50 years have been due to carelessness. Out of the lumber mills on the Miramichi river the fire insurance companies have made a handsome profit. I do not think I am exaggerating when I say they have made 100 per cent. The old Cunard mill was in existence for 50 years, and during all that time regularly paid insurance rates. True, it was eventually burned down, but consider the amount of money that had been taken out before that took place. As I said before, there are agents who take too many hazardous risks. You should combine to expose them. That is the remedy."

#### MARITIME PROVINCES AND LOSSES IN THE WEST.

Mr. Geo. Watt, Chatham: "It is in the western part of the country where the fires take place, and the Maritime Provinces have to pay for them. I believe the rates would be a great deal lower if the fire insurance companies who do business in the Maritime Provinces had their business in those Provinces managed therein, instead of from Montreal or some other point." (Hear, hear.)

#### THE EXPERIENCE OF CHATHAM.

Mayor Snowball, Chatham: "The President of the Maritime Board, being at that

time Mayor of Chatham, will remember that the insurance companies promised to reduce our rates. They wanted us first to get more hose, then patent harness, and now they tell us we will get a reduction of 20 per cent. if we put in a waterworks service, which you will notice from the appearance of our streets that we are doing, but it remains to be seen whether we shall get any reduction in our rates. Chatham has not had a fire of any importance for several years. Last year the Macdonald factory was burned, but that was due to lightning. The rate on our mills is 6 per cent., which is too high."

Dr. Muir suggested that perhaps a remedy might be found if business men would carry a part of their own insurance.

#### BRING IN U. S. COMPANIES.

Mr. J. E. De Wolfe: "Some might be able to do this and others again might not. I would suggest that we write the insurance companies, urging that an increase in rates was not warranted, and that in the event of their doing so we would do all we could to bring in United States companies, and would also, as far as we are able, take stock in new local companies."

Secretary D. G. Smith: "I would suggest that further consideration of this question be deferred until to-morrow morning."

Mr. J. E. De Wolfe: "I beg leave to move that the chairman appoint a committee of three to draw up a resolution dealing with this matter."

Mr. Muir: "This is a burning question—(laughter)—and I think it would be a good thing for a committee to be appointed to draw up a resolution and present it to the convention to-morrow morning."

This idea was concurred in, and Messrs. J. E. De Wolfe, E. C. Hanrahan and C. E. Bentley were appointed a committee to prepare the resolution.

A brief discussion followed in regard to the necessity of retailers carrying sufficient insurance, but no motion was presented, and the matter dropped.

The convention adjourned shortly after 10 o'clock.

#### THURSDAY'S SESSION.

When the convention opened at 10 o'clock on Thursday morning the attendance was rather smaller than during the previous day, several members, on account of business pressure, having been compelled to return to their homes.

#### AN INVITATION FROM SYDNEY.

Shortly after the meeting opened the secretary read a letter from the Sydney Board of Trade extending a hearty invitation to the Maritime Board to hold its next



meeting in that town. The reading of the invitation was greeted with applause.

#### SECRETARY-TREASURER'S REPORT.

Secretary Smith presented his annual report, which read as follows :

The address of our president so well covers the points relating to the business of the Board that I have little to add that is of interest to you.

Although during the year I have endeavored to ascertain the status of different trade centres in regard to the continuation of boards which once existed or of new boards formed, the

RESULTS HAVE NOT BEEN SATISFACTORY, and, like my predecessors, I am not in a position to positively report the number of active local boards within our field of operations.

Such matter as I have had to distribute with the view of promoting interest in the Maritime Board of Trade has been sent to about 43 places in the three Provinces, but my best information leads to the conclusion that there are only about 30 active boards of trade amongst these.

#### DIGBY HAS ORGANIZED

and affiliated, but I regret to say I am in receipt of a note from the secretary intimating that the board of that enterprising town will not be represented at this meeting.

The different resolutions passed at our last meeting were forwarded to the bodies and individuals to whom they were directed to be sent, but I have had few responses, although action has been taken in directions desired by some of them.

#### PERMANENT SECRETARY RECOMMENDED.

My experience leads me to the conclusion that our Board requires a permanent secretary, resident in one of the large commercial centres, and whose occupation keeps him in touch with work such as that by which the objects we seek can best be attained, and I venture to suggest that he should be paid a fixed salary. Secretaries chosen from places other than those I mention, are necessarily busily occupied with their own affairs to too great an extent to admit of their giving adequate attention to the work of promoting and building up the Maritime Board. The demand for a secretary resident in the same place as the president for the time being is a valid one, but it can be met by the appointment of a corresponding or assistant secretary, and I shall invite your attention to such a change in our constitution as will provide for that proposed officer.

#### REVISION OF THE CONSTITUTION.

As under the constitution the order of last session for a revision of the constitution and by-laws and printing of the same could not be carried out, we have under the 20 days' notice provision, prepared such revisory matter as we think may meet your approval, and the same will be laid before you. I have had the by-laws, as they originally stood, printed in sheet form to place before members at this session, so that they may be the better enabled to assist in the revision.

My account of receipts and expenditures is duly prepared up to the opening of the meeting, and it can be closed and the balance struck as soon as desired. It is perhaps best, however, to defer closing it until after the time matures for the payment of the per capita dues of the local boards at this meeting.

I have had the subjects so far proposed for consideration during the session just opened printed for the convenience of delegates, and have arrangements perfected for issuing similar sheets at minimum cost of the arrangements of these and

any others that may be proposed when the same are dealt with by the list of subjects committee.

I have also procured a book in which the names of all delegates are to be entered (by themselves preferably) as they arrive, and beg to request that they will make a point of recording themselves therein, together with their boards and post office addresses in the columns designated for the purpose.

The Sydney Board again presses its invitation to this Board to hold its next annual meeting in that town.

On motion of Mr. W. M. Jarvis, the report of the secretary-treasurer was referred to the auditing committee.

#### FIRE INSURANCE RATES.

Mr. J. E. De Wolfe said that he was ready, on behalf of the committee appointed the previous evening to draw up a resolution regarding fire insurance rates, to report. He then submitted the following resolution :

Whereas, the cities and incorporated towns of the Maritime Provinces have spent, and are further



Mr. W. S. Loggie, the retiring President.

spending, large sums of money to provide the best fire-fighting appliances and to improve and extend the water services for fire purposes. And, whereas, the members of the Maritime Board of Trade, an organization representing some 40 local boards of trade, scattered over the three Maritime Provinces, have heard with great concern a proposed increase of fire insurance rates ;

Therefore, resolved, that this Board enters a very strong protest against such proposed increase, and would urge upon the local boards the importance of their members resisting to the utmost this unfair and unjust proposition, and, that in the event of such increase coming into effect, united efforts be made to induce American or other companies to come in and do the business where applicable.

And, be it further resolved, that this Board request the fire insurance companies to separate the Maritime Provinces in their insurance calculations from the rest of the Canadian business, referring them to statistics of premiums earned and losses sustained in the Maritime Provinces in recent years in comparison with the other sections of Canada.

And, furthermore resolved, that a copy of this resolution be sent at once to the insurance authorities in Great Britain and in the United States.

Mr. W. H. Aitken, in seconding the resolution, said : "As Mr. Jarvis has said, the premiums depended largely on the losses incurred. When I was in the insurance business I found that a certain class of our risks did not pay. I consulted our office and suggested that we drop it. The result was that in about ten years we had

#### RECOVERED OUR LOSSES

and quite a little money was left in the company's hands, whereas before there was a deficit. The rates could be kept down to a proper basis by judicious management. We must not expect our insurance companies to do our business for nothing. The rates have to be in proportion to the losses."

Mr. Frank C. Allison : "According to that resolution do we pledge ourselves to cancel our insurance if the rates are increased? The reason I ask that question is that I represent a number of concerns whose insurance I would not feel at liberty to cancel in the event of an increase in the rates."

#### OBJECT OF THE RESOLUTION.

"What we want," explained Mr. J. E. De Wolfe, "is that the delegates here shall go back to their respective boards and take the matter up. It was proposed to cancel the policies only when practicable. It was next proposed to make it a hard and fast rule."

The resolution, as introduced by Mr. J. E. De Wolfe, was carried unanimously.

#### MARINE INSURANCE RATES.

"I understand," said President Loggie, when the subject of "Marine Insurance Rates" was reached on the order paper, "that the matter has been practically settled."

Mr. Jarvis : "I seconded the motion last year that brought this subject before this Board. Since then I have been investigating the matter, and, as far as I can understand it, the position is practically this : There is no doubt that there has been an increase in the rates on vessels on the St. Lawrence route. Against them there has been

#### A FURTHER DIFFERENTIAL

on account of the heavy losses, but not against the vessels for the Maritime Provinces. I may say that while Lloyds is the centre of the marine insurance system, the companies have practically the right to fix their own rates. Of course the companies are greatly influenced by the judgment of Lloyds."



## MR. BLACK'S EXPERIENCE AT LLOYDS.

Mr. W. A. Black : " I have been looking into the resolution of last year, and I really do not see that we can pass another one that would help us to obtain what we in the Maritime Provinces seek. I happened to be in London two years ago, and was one of those who waited on Lloyds. But I cannot say that any great progress has been made since then. The gentlemen whom we met practically told us that we were in the position of buyers and they of sellers, and that if we did not care to buy we need not. After the conference I met, on the floor of Lloyds, the gentleman who had made this statement, and he told me that, personally, he

## BELIEVED THE RATES TO BE UNFAIR.

'But,' said he, 'we have to draw the line somewhere north of Portland, and it is unfortunate that the Maritime Provinces are north of that line.' And then he added, 'If you continue your agitation you may finally succeed.' "The Maritime Provinces," continued Mr. Black, "are more favorably situated than they were a year ago, perhaps on account of the losses on the St. Lawrence, or perhaps on account of the efforts of this Board. Perhaps it is both. But I cannot see what we are to gain by another resolution.

"I would simply ask that the various boards

## KEEP AGITATING,

and take advantage of every opportunity of advancing their claim for justice."

## INTERESTS OF SHIPPERS AS WELL AS OF HULLS.

In closing Mr. Black urged the boards of trade to remember the merchants who shipped goods as well as the owners of the hulls. "The high rates are a drawback to the people who own the cargoes as well as to those who own the hulls," he said. "We should not forget that."

Mr. J. E. De Wolfe : "I would like to ask the secretary, Mr. President, if he has had any acknowledgment from the communication he sent to Lloyds according to instructions from this Board?"

Secretary Smith : "No."

Mr. J. E. De Wolfe : "Then I claim that it is the same in regard to marine insurance rates as it is in regard to fire insurance rates, the Maritime Provinces have got to make up for the losses incurred elsewhere.

## CONFIRMATION OF MR. BLACK'S STATEMENT.

Mr. W. S. Fisher : "I would like to confirm what Mr. Black has said. Four years ago, when in London attending the convention of the Chambers of Commerce of the British Empire, I saw the Lloyds people,

and the answer I got was practically the same as that related by Mr. Black. They did, however, say that if any injustice was being done to us they would be very glad to consider it, if we would present our case to them. I have since, however, been told that the marine insurance rates do not cover the whole of the Maritime Provinces as a blanket. There are exceptions."

Mr. Black : "Yes ; that is so."

The subject was then allowed to drop.

## FOREST PRESERVATION.

Mr. M. G. De Wolfe in introducing the subject of "Forest Preservation," said the resolution he had to offer was practically the same as that passed by the Annapolis Board. His resolution read as follows :

Whereas, the subject of forestry is a most important one, and there is no question, but that it has been too long neglected in Canada, and,

Whereas, the manufacture of lumber has been one of the most important industries in the Provinces of Nova Scotia and New Brunswick, and it is now anticipated that pulp mills will consume a very large quantity of standing timber, and,

Whereas, it is apparent to everyone that the deletion of the standing timber of all kinds of wood by forest fires and the axe is fast denuding our forest lands and rendering them of no value ; and,

Whereas, it is believed that with the prevention of fires, protection to the rapidly-growing timber and the systematic cutting of trees for lumber, our forests will be of value for many years to come ; therefore,

Resolved, that in the opinion of this Board of Trade, the Government should take immediate steps to see that suitable overseers or inspectors be put in charge of the timber districts of Nova Scotia and New Brunswick, as an incentive to owners of private lands to guard and protect all Government timber lands, and reforest any suitable areas that may be found fit for the purpose.

Dr. Muir, vice-president for Nova Scotia, said : "This is a very important subject and I have great pleasure in seconding the resolution."

Without further debate the resolution was adopted by a unanimous vote.

## TRADE WITH SOUTH AFRICA.

Mr. W. M. Jarvis, St. John, submitted the following resolution :

That the attention of the local boards of trade be directed to the importance of the further development of trade between the Maritime Provinces and South Africa.

"I am not," said Mr. Jarvis, "engaged in business with South Africa, but it struck me that this question will be an important one in the near future. If you will look at the map you will find that there is a large part of Africa which is becoming British which was not British before. And that part of Africa, it seems to me, is

## THE NATURAL MARKET

for the products of these Maritime Provinces. Take hay ; 13,000 to 14,000 tons

are exported from our ports. On account of the improved machinery which has lately been brought into use, hay can now be pressed into one-third its former size. The machinery which we have in St. John, and we would be very glad to show it to anyone who cares to see it,

## TEARS UP THE HAY

and removes from it sticks and foreign substances. Hay is a large product of the Maritime Provinces, and there is no reason why our farmers should not take even greater advantage than they have of the South-African trade in this fodder. Hay is now no longer shipped as deckloads, as was the case formerly, on account of its bulk, but, being pressed into such relatively small bales, it is placed in the hold, and arrives at its destination sweet and clean.

## THE DEMAND FOR LUMBER.

"It also seems to me that, in view of the present condition of affairs in South Africa, where there has been such an enormous destruction of buildings, etc., that there must before long be a large demand for lumber and other material. I regret to say that I cannot find that our merchants are taking much interest in the matter."

Mr. F. C. Simson seconded the motion.

## HOW TO GET SOUTH AFRICAN TRADE.

Mr. W. S. Fisher said he had had the pleasure of meeting Mr. Solomon, a gentleman from South Africa, who had spoken encouragingly of the prospects of trade with South Africa, "But," said Mr. Fisher, "he did not think there was a possibility of trade being done in South Africa by Canada until manufacturers and others sent men down there to investigate and learn what were the requirements of the country."

On the suggestion of Mr. W. S. Fisher, St. John, the president requested the managing editor of THE DRY GOODS REVIEW to speak to the motion. In response to this request the latter referred to the report of the Canadian Trade Commissioner, Mr. James Cummings, who had recently visited a number of towns in Natal for the purpose of ascertaining what openings there were for Canadian products. In his report Mr. Cummings had said that there was a general demand for many lines which Canada was in a position to supply, and that he had also found Canadian goods being sold as the products of the United States. The editor also pointed out the necessity for a

## DIRECT LINE OF STEAMERS

between Canada and South Africa, and cited the experience of a Toronto firm whose consignment of goods for South Africa was allowed to be on the wharf in



New York for four or five weeks before being shipped, the preference being given to United States goods.

Mr. Jarvis' motion was finally adopted by a unanimous vote.

#### THE PREFERENTIAL REBATE ON BRITISH GOODS.

In introducing the subject of "The Preferential Rebate on Goods from Great Britain Imported Direct to Canada," Mr. J. A. Chipman said that he did not purpose making a speech, as the resolution he proposed offering fully explained the matter. The resolution read :

Resolved, that in the opinion of the Board the preferential Customs tariff, as applied to imports from Great Britain, should only apply to goods imported directly through Canadian ports, and that a copy of this resolution be forwarded to the Dominion Government and boards of trade in these and the Western Provinces.

Mr. W. A. Black seconded the motion.

Mr. W. S. Fisher : "It seems to me that it is wise for us to make a motion of this kind. At the same time I have very little hope that it will do any good. The opposition from the C.P.R. and the G.T.R. will be too strong. I believe, however, in agitating the matter." (Hear, hear.)

The motion was carried without further debate.

#### FAST ATLANTIC SERVICE.

Mr. J. A. Chipman, Halifax, in introducing the subject of "Fast Atlantic Service," said it was as old as Confederation itself ; in fact, it had been a question of anxiety to Boards of Trade of Halifax and St. John for the past half-century, while successive Governments had attempted to solve it. The trade of the country, which was increasing rapidly, demanded such a service.

He believed, with Sir Wm. Van Horne, that we would never have a firm foundation for

#### A PROGRESSIVE FREIGHT SERVICE

until we have established a fast Atlantic passenger and mail service. "Sir Wm. Van Horne," continued Mr. Chipman, "says the freight service follows the passenger service. Now, I want to know if you are all filled with the spirit to support this question, and that if this resolution passes here you will not allow it to lie dormant. I hope that the

SHADES OF THIS FAST ATLANTIC SERVICE will so rise up before the Government of Canada that they will be compelled to go on with this great undertaking. I beg to move the following resolution :

Whereas, the construction of the Intercolonial and Canadian Pacific railways was considered in the light of great national undertakings for the development of the foreign and international trade of Canada, and

Whereas, the vast and rapidly-growing development of the trade and resources of our country under these great transport facilities confirms the wisdom of Parliament in pledging the revenues of the country in aid of their construction, therefore

Resolved, that in the opinion of this Board our national pride is affected and our commercial progress retarded in consequence of the delay in our Federal Government in establishing this fast Atlantic service, and further

Resolved, that in the opinion of this Board there is a sufficient guarantee in the magnificent results which have followed the construction of our railways to warrant the Government in carrying out the completion of our national transportation facilities by pledging the revenues of our country to an extent sufficient to carry out without further delay the establishment of the fast Atlantic service, and further

Resolved, that a copy of this resolution be forwarded to the Federal Government, the several boards of trade in Toronto, Montreal and Quebec ; also to the members of Parliament from the Maritime Provinces.

#### STILL A LIVE QUESTION.

Mr. M. G. De Wolfe, Kentville, N. S., in seconding the motion, quoted extracts



Mr. D. G. Smith, the retiring Secretary.

from his annual address of last year in favor of the proposed Atlantic service. In spite of that it had been allowed to drop. He was glad, however, to see the matter again being brought to the attention of the Board. It showed that the question was still a live one.

#### COULD NOT AGREE WITH THE RESOLUTION.

Mr. W. S. Fisher : "I am sorry to say that as a Maritime Province man I cannot agree with the resolution. As I understand it, the resolution calls for a fast Atlantic service. Now, what we want most of all is a fast freight service. We know that New York has the very acme of passenger service, and yet we know that New York is not holding the freight. It is losing it.

#### IN FAVOR OF FAST FREIGHT BOATS.

"We cannot put on and maintain a line of steamers, equal in speed, to compete

successfully with those running to New York. We are a comparatively poor country, and would, I fear, be undertaking something we could not carry out. The boats that will be our keenest competitors will not be the fastest steamers, but the big, roomy steamers, such as the Oceanic. These steamers are capturing a large percentage of the ocean passenger travel as well as that of ocean freight. They are big and roomy, and being well loaded, are steady and comfortable. These boats do not require large subsidies. What does a day or two matter when comfort and safety are insured. I am ready to confess that at one time I was in favor of a fast Atlantic passenger service, but I have learned it is not the thing that Canada most requires."

#### MR. CHIPMAN REPLIES.

Mr. Chipman : "I wish to criticize a little the remarks of my friend Mr. Fisher. I should have said that the largest ships that cross the Atlantic to-day are the ships that carry the greatest quantity of freight. Mr. Fisher cannot build up a trade with second-class boats. We want the best. New York was

#### THE PIONEER

in passenger and freight. There at one time passed through her ports 55 per cent. of the total exports and imports of the United States. But New York is a very expensive port, and it has been impossible for her to provide accommodation for the large foreign trade that has developed in the United States. The railways, in consequence, have found it better to carry freight 400 to 500 miles farther to other ports, thus decreasing New York's relative proportion."

Mr. Fisher : "What is her percentage now compared with the trade to all ports ?"

Mr. Chipman : "It is less than 40 per cent. I think it is only 38 per cent."

The discussion finally closed and then the motion was carried.

#### PERMANENT MATERIAL FOR PUBLIC WHARVES.

Secretary Smith introduced the subject of "More Permanent Material for Public Wharves and Breakwaters." In doing so he explained that owing to the attacks of a worm called teredon on the piles and other timber on the wharves and breakwaters of Northern New Brunswick, and of the limnoria on the wharves and breakwaters along the Atlantic coast, these wharves and breakwaters frequently had to be replaced after being in use but three or four years. This meant a heavy loss to the country. The teredon worm bored its way into the exterior of the wood and destroyed it in that way, while the limnoria worm ate the piles



and lumber away from the outside, something like a beaver would do. By creosoting the lumber it would be

PRESERVED AGAINST THE DEPREDACTIONS of the worms in question. At present the creosoted wood that had been used had been imported from Virginia. He contended that by creosoting in Canada the piles and other lumber used in the construction of wharves and breakers, the Government would not only be saving money, but would be establishing a Canadian industry as well. He submitted the following resolution :

Whereas, the natural timber which is mainly used in the construction of Government wharves and breakwaters on the waters of the Straits of Northumberland and parts of the Atlantic Coast of Nova Scotia is rendered very perishable owing to the ravages of the teredo and limnoria worms, and,

Whereas, the creosoting of such timber is the only discovered method of preserving it from the operation of those destructive agencies, and,

Whereas, there are no creosoting works nearer to the Maritime Provinces than New York and Norfolk, Virginia, therefore,

Resolved, that this Board begs respectfully to suggest to the Dominion Government the desirability of aiding in the establishment of such works at some point in the Maritime Provinces where suitable timber is convenient and may be obtained and creosoted economically.

Mr. J. E. De Wolfe, in seconding the motion, testified to the damage that was being done at Halifax by the limnoria worm, and said that the creosoted lumber that was being imported from Virginia was not equal in quality to Canadian lumber used, as a rule, in the wharves and breakwaters, but, of course, it was creosoted, while the Canadian was not.

Mr. W. A. Black said that, while he did not think it would be wise for the Government to establish creosoting works, he favored its lending assistance.

#### ST. JOHN - DIGBY STEAMSHIP SERVICE.

When the question of recommending an increase in the steamship service across the Bay of Fundy, between St. John and Digby, was broached, Mr. J. E. De Wolfe said that, as he had opposed the idea a year ago at the Kentville convention, he would oppose it now.

Mr. W. M. Jarvis explained that the St. John delegates were absent when the subject came up at the convention a year ago. Had they been present they would have supported the motion which was brought up, although their own local board had not been able to arrive at an agreement in regard to the matter. "The position is this," explained Mr. Jarvis: "During the summer months the service is a daily one, but during the winter the steamer only runs three days a week. The service is a grow-

ing one, but the only way in which it can be made a daily one all the year around is by increasing the subsidy."

The subsidy at present is \$12,500 a year.

No motion was offered, and the subject was allowed to drop.

#### COMPLIMENTS FOR THIS JOURNAL.

Mr. W. M. Jarvis, St. John, referred to the excellent report *THE DRY GOODS REVIEW* had given of the previous year's convention, and he would, therefore, move that a sum not exceeding \$20 be spent in securing copies of that paper containing a report of the present meeting, the said copies to be distributed among the different members of the Boards of Trade in the Maritime Provinces.

Mr. W. A. Black, Halifax: "It is very gratifying to think that the editor of *THE DRY GOODS REVIEW* has come all the way from Toronto to report the proceedings of this Board. His

REPORTS ARE FULL AND INTERESTING, and of very great assistance in distributing information throughout the Maritime Provinces and the west as well as in regard to the subjects which are brought up for discussion here. I have much pleasure in seconding the motion."

The motion was carried unanimously.

The convention adjourned at 1 p.m. to meet again at 8 p.m.

Before President Loggie left the chair he reminded the delegates of the excursion down the Miramichi River, and hoped that every delegate would be on hand.

At 8 p.m. sharp a sufficient number of delegates to form a quorum had re-assembled in the hall ready for the closing business of the convention, having come direct from the steamer.

#### REPORT OF THE AUDITORS.

Mr. J. E. De Wolfe, on behalf of the auditors, presented the following report :

Your auditors beg respectfully to report that they have examined the accounts as presented to us by your secretary and treasurer, and have found same correct, and that there is a balance now to the credit of your board of \$139.75.

Your auditors beg further to call the attention of the Board to the fact that but 10 of the affiliated boards have paid their dues for the year. Some of them are several years in arrears, and we recommend that the secretary-elect be requested to communicate immediately with all delinquent boards, reminding them that they are in arrears, and requesting payment of amount due.

On motion the report was received and adopted.

#### RECOGNITION OF SECRETARY SMITH'S SERVICES.

On motion of Messrs. W. M. Jarvis and M. G. De Wolfe a vote of thanks was ten-

dered to Secretary Smith for the valuable services rendered by him, and an honorarium of \$50 was ordered to be paid him.

"I am much obliged, indeed, to the Board," said Secretary Smith, "but I think a great deal more could be done than I have done if you had a permanent secretary, or such a man of leisure as Mr. M. G. De Wolfe, of Kentville."

#### RAILWAY EXTENSION.

Mayor Morrison, Newcastle, proposed the following resolution :

Whereas the section of the railway owned by the Canada Eastern Company, and extending from the western end of the Indiantown branch of the I. C. R. to Blackville, 8 miles, is not operated, and

Whereas its operation would give that Government branch road advantage of the object for which it was subsidized by and constructed under Dominion control, viz., direct connection with Blackville and the Canada Eastern Railway at that point, and,

Whereas, such extension of the Indiantown branch would be of great advantage to Newcastle and the important lumbering centres between that town and Blackville, therefore

Resolved that the Dominion Government be asked to take such steps as will lead to the section between Indiantown and Blackville being operated in connection with said Indiantown branch.

In speaking to his motion, Mayor Morrison furnished concrete evidences of the inconveniences caused by the non-operation of the road in question.

Secretary Smith seconded the motion.

"I am thoroughly in accord with the people of Newcastle, for the link referred to in the resolution was one the Government compelled me to build," said Senator Snowball. "In the link, there is a bridge that cost \$11,000, and it is being allowed to rot away. The Government should buy the road and the whole Canada Eastern Railway as well."

The motion was adopted.

#### COLD STORAGE STEAMSHIPS FOR P. E. I.

Senator Snowball introduced the following resolution :

That in the opinion of this Board the Dominion Government should follow up promptly the action it has already commenced with a view of providing adequate steam communication with cold storage for the Province of Prince Edward Island, and that, in any arrangements so entered into, the east coast ports of New Brunswick should have full consideration, and their requirements for cargo accommodation as well as cold storage be met.

Senator Snowball, in speaking to the motion, said the Minister of Agriculture had decided to give no steamship a subsidy that did not possess a system of chemical cold storage, ice being too uncertain. It was only a few of the regular steamship lines that could afford to put in chemical cold storage. Tramp steamers could not afford it at all. Most of the steamships wanting subsidies for carrying products from Prince



Edward Island did not want to comply with the conditions laid down by the Minister of Agriculture. "I understand," said the Senator, "that when the Micmac comes back from South Africa that she will be fitted up with the chemical cold-storage system, and in the meantime it is well for us to agitate."

#### INFLUENCE OF THE MARITIME BOARD.

I find that the influence of the Maritime Board of Trade is very great, and with that in mind I would urge the adoption of the resolution which has been placed in my hands. If a steamer cannot complete her cargo on the Island, let provision be made for her coming to any port on the mainland, except Halifax. Halifax and St. John already have subsidized lines. We have not. No port is mentioned in the resolution, for the simple reason that

#### CHATHAM IS THE PORT

most likely to be selected on account of her commercial importance and shipping interests."

Mr. W. H. Aitken, Charlottetown: "I have very much pleasure in seconding the resolution. It has been a matter which we have had before us many times, and we have about

#### GIVEN UP IN DESPAIR.

Sir Louis Davies is doing all he can to give us a steamer."

The resolution was then carried.

#### DISTRIBUTION OF CONSTITUTION AND BY-LAWS.

On motion of Messrs. N. A. Black and M. G. De Wolfe, the president and secretary were authorized to have printed 500 copies of the constitution and by-laws and a portion of the same distributed, at their discretion, among the local boards of trade.

#### THANKS TO THE PRESIDENT.

Mr. J. E. De Wolfe, Halifax, moved a vote of thanks to President Loggie during a little lull in the proceedings. "I am sure," said Mr. De Wolfe, "that a great deal of the success which has attended this convention has been due to his untiring efforts."

Mr. W. H. Aitken seconded the motion, which was carried unanimously.

"I have much pleasure," remarked Vice-President Muir, who had in the meantime taken the chair, "of extending to you, Mr. President, the vote of thanks of this convention. I heartily endorse all that has been said."

President Loggie: "I can hardly find words to express my thanks to you for this hearty vote of thanks. While I feel I have given some time to the work of the

office, I feel that I have not given it all the time it demanded. When I took the chair last year, as you will see by the report of THE DRY GOODS REVIEW, I said I was a man who would have very little to say. I have had very little to say, as you know. I trust that our gathering together has

#### RESULTED IN GOOD

for the common interests of the Maritime Provinces, and with all my heart I thank you for your kind vote of thanks. Your presence has imparted enthusiasm, and I congratulate you that the meeting has been a success. We have had a delightful meeting." (Applause.)

#### NOMINATING COMMITTEE.

A committee to nominate officers for the ensuing term was appointed. It consisted of:

Mr. M. G. De Wolfe, Kentville, N. S.  
Mr. W. M. Jarvis, St. John, N. B.  
Mr. J. A. Chipman, Halifax.  
Mr. W. H. Aitken, Charlottetown, P. E. I.  
Mr. J. H. Harris, Moncton, N. B.  
Mr. H. P. Robinson, Sussex, N. B.  
Mr. W. B. Snowball, Chatham, N. B.  
Mr. E. C. Hanrahan, Sydney, N. S.  
Mr. D. Morrison, Newcastle, N. B.

On motion of Mr. W. A. Black and Senator Snowball, votes of thanks were tendered to the Mayor and Council of Chatham and to the press.

Mr. Geo. E. Calkin moved a vote of thanks to the local Board of Trade. This was seconded by Mr. W. S. Fisher and carried by a standing vote.

#### REPORT OF THE NOMINATING COMMITTEE.

The report of the nominating committee

was received and adopted, and the officers for the ensuing year are as follows:

#### THE NEW OFFICERS.

President—Mr. W. A. Black, Halifax.  
Vice President for New Brunswick—Mr. W. S. Fisher, St. John.  
Vice-President for P.E.I.—Mr. Geo. D. Longworth, Charlottetown.  
Secretary-Treasurer—Mr. Chas. M. Creed, Halifax.  
Auditor—Mr. Frank O. Allison, St. John.

On being called on for a speech Mr. Black remarked: "I thank you for the honor you have conferred upon me, and only hope that my efforts may be as successful as those of my predecessors." (Applause.)

#### NEXT PLACE OF MEETING.

It was unanimously decided, on motion, to hold the next annual meeting at Sydney, N.S., the council being empowered to name some other place should occasion arise.

It was shortly after 10 p.m. when, on motion of Dr. Muir, the proceedings were brought to a close, and the seventh annual convention of the Maritime Board of Trade was concluded.

#### DOWN THE PRETTY MIRAMICHI.

THE DELEGATES HAVE A DELIGHTFUL TRIP TO THE MOUTH OF THE RIVER.

Successful as the business part of the convention of the Maritime Board of Trade was, the entertainment was none the less so. The Town Council, the local Board of



A snap-shot by Secretary Smith at the St. George, bearing the Maritime Board of Trade delegates down the Miramichi to Burnt Church.



Trade and Senator Snowball concentrated their energies in making the stay of the delegates pleasant, just as the officers of the Maritime Board concentrated their efforts in making their stay profitable to the commercial interests of the three Provinces.

Accordingly, at 2 o'clock on Thursday afternoon, a party of about fifty, all of the male gender, assembled on board the steamer *St. George*, which had kindly been placed at the disposal of the local board by Senator Snowball for the entertainment of the visitors. The Senator was on hand to see that everything was in order, and his estimable wife, with other lady members of the family, drove down to the wharf with a basket of pretty button-hole bouquets for the visitors. Just as the boat got out from the wharf Secretary Smith levied a camera at her, and the result of his snap shot is the cut which is printed elsewhere in this issue.

The destination of the steamer was Burnt Church, so called because of a church which was destroyed by a British ship, the one, by the way, which was conveying the remains of General Wolfe to England, in retaliation for the murdering of a part of her crew by Indians, in which deed, it was claimed, some French soldiers had participated.

#### A FUTURE POPULAR SUMMER RESORT.

Burnt Church is a healthy-looking village on the north bank of the Miramichi, and where the river is about nine miles wide. It is delightfully situated, and some day it should become a famous resort for tourists, for not only is the air most bracing, dry and invigorating, but there are plenty of good fish to be caught in the vicinity. A fine, substantial wharf 1,100 feet long is being built at Burnt Church by the Federal Government, and in a week or so will be completed. The delegates, after a delightful sail down the river, were landed on the wharf, and were given a short time in which to visit the village.

The return journey was begun shortly after 6 o'clock, and when the *St. George* was well on her way the visitors were invited to take seats at two long tables which had been set under the awning in the stern of the boat. The

MENU WAS BOTH AMPLE AND GOOD, and the guests were soon satisfying an appetite which had been made keen by the bracing breezes of the Miramichi. The menu disposed of speech-making was in order, with President Loggie in the chair.

Senator Snowball, in proposing the toast of the "Maritime Board of Trade," said: "I have sat in many a deliberative body—in the House of Commons and in the Senate—but I have never sat with a more able body of men than those of the Maritime Board of Trade." (Applause.)

President Loggie, in responding, thanked the local board and Senator Snowball, on behalf of the Board, for the pleasant entertainment which had been provided. "We have enjoyed ourselves immensely," he said. And everyone applauded.

#### DR. MUIR CONFESSES.

Vice-President Muir was in a penitent mood. "I felt last year," he said, "that we had made a mistake in deciding to hold our next convention in Chatham. I confess to you I made a very great mistake, particularly since we came down this delightful river." (Applause.)

#### HE WILL ADVERTISE THE MIRAMICHI.

Ex-President De Wolfe, after thanking the local board for the excellent reception which had been tendered the visitors, remarked: "You have a magnificent river here. What you want to do is to advertise it. That is what I am going to do and that is what I hope every delegate will do. (Applause.) When I come down here again I hope the Canada Eastern Railway, which runs into your town, will be

A PART OF THE INTERCOLONIAL system. And that you will have no discriminating rates against you." (Hear, hear.)

#### WILL COME AGAIN.

Ex-President Jarvis: "We shall never forget your hospitality. I am glad to say that I can speak of myself as being one of those who advocated the holding of the convention in Chatham. Many here have visited the Miramichi for the first time. I am sure it will not be their last." (Applause.)

Before taking his seat Mr. Jarvis proposed the toast of the "Town Council of Chatham."

#### INDUSTRIES ON THE MIRAMICHI.

Mayor Snowball, in response to the toast, expressed the hope that the visitors would go away from Chatham having a better idea of its importance than they had when they arrived there. He referred to the industries on the Miramichi, and showed that the export trade in lumber aggregated over \$1,000,000 annually, the fisheries about \$200,000, and among others there was the blueberry picking industry.

#### WISHED FOR MORE SUCH MEETINGS.

"The Government of New Brunswick" brought the Hon. J. F. Burchell to his feet. "I wish these meetings could be held more often," he said. "I claim that business men do not get enough into touch with each other. It would have been better, it seems to me, if at the time of the Confederation of the Dominion there had been a

#### CONFEDERATION OF THE MARITIME PROVINCES.

Such a commercial force as the Maritime Board of Trade is, however, drawing these Provinces closer together."

Mr. J. A. Chipman, in proposing the health of the Mayor of Newcastle, declared that he was filled with admiration of the surroundings of the Miramichi district.

Mayor Morrison, of Newcastle, spoke of the pleasure he felt in meeting with the business men of the Maritime Provinces. He, too, felt that it would have been better had there been a confederation of the Maritime Provinces instead of that of the Dominion, for he feared that there was little sympathy with them in the western Provinces.

The managing editor of THE DRY GOODS REVIEW, being called upon, declared that the two speakers who had expressed regret that there had not been a confederation of the Maritime Provinces instead of the Dominion had based their premise on a wrong conclusion. The

#### FEELING OF NATIONALITY

was growing and growing with the development of the natural resources and trade of the country. Naturally, the development of the national sentiment increased the interest and concern of the different Provinces with each other. The trade between the western Provinces and the Maritime Provinces was, he was glad to say, mutually growing. The more the business men of these Maritime and western Provinces were brought into contact with each other the more would not only trade but good-fellowship and sympathy develop, just as had been the case in the Maritime Provinces since the formation of the Maritime Board of Trade.

Before the wharf was reached speeches had been demanded from Senator Snowball, Mr. C. E. Hanrahan, Ald. Murray and Ald. Hocken. And then like dutiable business men the delegates hurried away to the town hall to complete the business of the convention.

#### CHATHAM'S TIME.

The watches and clocks in Chatham are set to time 30 minutes ahead of eastern standard time. At one time it was 36 minutes and a fraction ahead of standard time, while Newcastle, up the river a few miles, was one hour ahead of standard time. Finally the two towns got their heads together and agreed upon a uniform local time of 30 minutes ahead of standard time.

#### CONVENTION NOTES.

On to Sydney in 1902.

The Moncton delegates travelled in Manager Russell's private car.

It was announced before the convention adjourned that a board of trade had been formed at Glace Bay.

# To the Merchants of Canada:

## A GALA WEEK AT QUEBEC.

### WHAT TO SEE and DATES TO REMEMBER

#### SEPTEMBER

16th. Arrival of the Duke and Duchess of Cornwall.

17th. The Grand Provincial Exhibition.

18th. A Visit to The Wholesale Dry Goods House of

## *P. GARNEAU, FILS & CIE.*

Your Presence on the 16th means Homage to our King.

Your Attendance on the 17th means Loyalty to our Country.

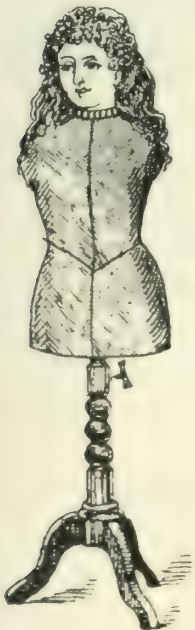
Your VISIT on the 18th means BENEFIT to your BUSINESS.

## H. BULL & SON

ESTABLISHED 1795

138 London Wall, Wood St.,  
**LONDON, E.C.**

Drapers', Tailors', Hosiers', Boxmakers', Hatters',  
Bootmakers' and General Shop Outfitters,  
especially for EXPORT MARKETS.



Tailors' Cloth Racks.  
" Coat Busts.  
" Trouser Blocks.  
Dress Stands.  
Blouse "  
Jacket "  
Corset "  
Mantle "  
Brass Hosiery Stands.  
" Millinery "  
" Lace "  
" Umbrella "

**FIGURES:** Boys', Girls',  
Ladies' and Men's, with  
or without Wax or Papier  
Mache Heads.  
Coat and Mantle Hangers.  
Show Cases.  
Bicycle Figures.  
Shop Assistants' Seats.  
Dress and Millinery Boxes.  
Cloth Fixture and Stock  
Boxes (a Specialty for  
Export) Made to order.



All Enquiries and Orders will receive our best attention.

Catalogues and Terms will be forwarded Free on Application.





**FIELDING & JOHNSON'S**

# Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

## KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

## FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal**

# McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and  
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Dress Goods

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Linens . . .

Muslins

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Silks AND Velvets

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Careful attention given to Letter Orders.

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25 COLBORNE STREET.

OTTAWA :

SPARKS ST., Carleton Chambers.

WINNIPEG :

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH ST.





\*\*\* This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

## BARGAINS.

### The Word and Its Uses.

The word "bargain" is trite. So is every word and every subject that must be faced constantly. It has no good synonym. It is the best word in the language to describe merchandise that is offered below value.

What other business house hereabout ever collected such quantities of as many sorts of superior goods at prices so curiously low?

We must tell you about them. Therefore, we must say "bargains." Until you give us a better word it shall be "bargains," "bargains." Otherwise you wouldn't know. Isn't that clear?

\* \* \*



Makes a good headline, doesn't it?

**Ad Criticisms.** R. P. Bentley & Co., Sydney, C.B., send us a copy of The Daily Record of that city, requesting us to criticize all dry goods advertisements therein.

McCurdy & Co.'s two columner we consider best. The wording, it is true, is conventional and trite, but the typography is excellent.

Next, we would rank Prowse Bros. & Crowell's. Its chief blemish is top heaviness of introductory. There was too much preface; not enough story. The display, however, would be hard to improve. Good taste was shown there.

The great fault with Bentley & Co.'s ad was that nothing was said—that is, nothing of importance. Generalities! Generalities! and nothing but generalities. There were no magnets.

The A. E. Hill Co., Limited, Griswold, Man., submit two ads. for criticism. We like the three columner best. It is quite an attractive ad. But the smaller specimen is not so praiseworthy. The lines are hard to follow, as they run over 3 columns. In fact, the whole ad. is set higgeldy, piggeldy. Nothing stands out. There's no arrangement, no order. The same matter, set in column and a-half space, with rule in centre, would have been more readable and vastly more attractive.

\* \* \*

**Ultimate Advertising.**

An ad.-writer, not a thousand miles from Toronto, sends us the following article, which we deem well worth reproducing. He is too bashful to permit us to make public his name. Here's what he says:

#### ULTIMATE ADVERTISING.

Some people see no farther than the ends of their noses.

Others lift their eyes to the distant scenery and "behold the world as one vast plain and one boundless reach of sky."

No advertisement should be estimated at its immediate intrinsic worth.

I mean this:

You have 10 dozen waists to sell that cost you \$18 00 a dozen.

They ought to have been sold last June.

Now it's August, and nobody wants them even though you've marked them \$1.59.

You set your teeth and advertise them at 75c. each. Big type, good cuts, full description and all that sort of thing.

You sell just 22 waists, no more, no less.

Was that ad. a failure?

On the face of it, yes. You lost money all around.

But was it not what some bright genius has dubbed "a successful failure"?

How so?

# GALE MFG.

14 = 24  
Mincing Lane,

# CO. — Toronto

FALL

## Whitewear

## Flannelette Underwear

## Wrappers

## Shirt Waists

FALL

A visit to our showrooms solicited.

Letter Orders promptly attended to.



## GOOD ADVERTISING—Continued.

Well, to begin with, the public learned that you had waists to sell.

They had already supplied themselves, and that was why they did not buy.

Don't you suppose that when they want their Fall waists they will naturally suppose they can get bargains at your store?

But that ridiculous reduction spoiled them, I hear you demur.

Not by a jug-full! Give your customers credit for some intelligence. The average woman is as keen a judge of value as your best buyer. She laughs in her sleeve if you make the bad break of advertising an article, regular, for "98 cents, value \$3.25," when she knows she can get it at Mr. Otherstore's for 89c., true value \$1.25.

In the second place the public saw that you were willing to lose a dollar to gain a customer. That's a point gained.

Thirdly, you'll admit that a great many women looked at those waists, even though they did not buy. And what else did they look at? Who can discern what bit of lace or breadth of silk or skein of yarn are photographed upon a woman's memory?

I'm a mere man, yet at this present moment I have a vivid recollection of a pair of cuff buttons which I once saw in a humble little shop window. I kept that image there, and finally went back to the shop to buy it; but, alas, some other fellow had carried off the prize.

Yes, any advertisement that will bring a customer to your store, or even cause the reader to think of your store is a successful advertisement.

Look beyond your nose.

\* \* \*

During July and August this Store will close at 5 P. M. Saturdays at 1 P. M.

### Usual Tuesday "Odds and Ends Sale" of Men's and Boys' Clothing

With Unusual Values

THAT bi-annual event, the regular Odds and Ends Sale, of Men's and Boys' Clothing—usually held in the latter part of the month—will be held here on Tuesday, July 10th, and August 10th. We are endeavoring to bring together a large quantity of the finest quality goods, at unusually low prices, to meet the needs of our customers. We mark our goods, this time, with a special "Odds and Ends" price, and we are sure that you will find it a most profitable one. In addition, we have a special "Odds and Ends" price on our goods, and we are sure that you will find it a most profitable one. In addition, we have a special "Odds and Ends" price on our goods, and we are sure that you will find it a most profitable one.

| Men's Pants | Men's Suits | Men's Coats & Vests | Men's Office Coats | Men's Silk Coats | Boys' Clothing | Young Men's Suits |
|-------------|-------------|---------------------|--------------------|------------------|----------------|-------------------|
| \$1.75      | \$3.00      | \$1.00              | \$1.75             | \$3.00           | \$3.50         | \$5.00            |
| \$2.00      | \$3.50      | \$1.25              | \$2.00             | \$3.50           | \$4.00         | \$5.50            |
| \$2.25      | \$4.00      | \$1.50              | \$2.25             | \$4.00           | \$4.50         | \$6.00            |
| \$2.50      | \$4.50      | \$1.75              | \$2.50             | \$4.50           | \$5.00         | \$6.50            |
| \$2.75      | \$5.00      | \$2.00              | \$2.75             | \$5.00           | \$5.50         | \$7.00            |
| \$3.00      | \$5.50      | \$2.25              | \$3.00             | \$5.50           | \$6.00         | \$7.50            |
| \$3.25      | \$6.00      | \$2.50              | \$3.25             | \$6.00           | \$6.50         | \$8.00            |
| \$3.50      | \$6.50      | \$2.75              | \$3.50             | \$6.50           | \$7.00         | \$8.50            |
| \$3.75      | \$7.00      | \$3.00              | \$3.75             | \$7.00           | \$7.50         | \$9.00            |
| \$4.00      | \$7.50      | \$3.25              | \$4.00             | \$7.50           | \$8.00         | \$9.50            |
| \$4.25      | \$8.00      | \$3.50              | \$4.25             | \$8.00           | \$8.50         | \$10.00           |
| \$4.50      | \$8.50      | \$3.75              | \$4.50             | \$8.50           | \$9.00         | \$10.50           |
| \$4.75      | \$9.00      | \$4.00              | \$4.75             | \$9.00           | \$9.50         | \$11.00           |
| \$5.00      | \$9.50      | \$4.25              | \$5.00             | \$9.50           | \$10.00        | \$11.50           |
| \$5.25      | \$10.00     | \$4.50              | \$5.25             | \$10.00          | \$10.50        | \$12.00           |
| \$5.50      | \$10.50     | \$4.75              | \$5.50             | \$10.50          | \$11.00        | \$12.50           |
| \$5.75      | \$11.00     | \$5.00              | \$5.75             | \$11.00          | \$11.50        | \$13.00           |
| \$6.00      | \$11.50     | \$5.25              | \$6.00             | \$11.50          | \$12.00        | \$13.50           |
| \$6.25      | \$12.00     | \$5.50              | \$6.25             | \$12.00          | \$12.50        | \$14.00           |
| \$6.50      | \$12.50     | \$5.75              | \$6.50             | \$12.50          | \$13.00        | \$14.50           |
| \$6.75      | \$13.00     | \$6.00              | \$6.75             | \$13.00          | \$13.50        | \$15.00           |
| \$7.00      | \$13.50     | \$6.25              | \$7.00             | \$13.50          | \$14.00        | \$15.50           |
| \$7.25      | \$14.00     | \$6.50              | \$7.25             | \$14.00          | \$14.50        | \$16.00           |
| \$7.50      | \$14.50     | \$6.75              | \$7.50             | \$14.50          | \$15.00        | \$16.50           |
| \$7.75      | \$15.00     | \$7.00              | \$7.75             | \$15.00          | \$15.50        | \$17.00           |
| \$8.00      | \$15.50     | \$7.25              | \$8.00             | \$15.50          | \$16.00        | \$17.50           |
| \$8.25      | \$16.00     | \$7.50              | \$8.25             | \$16.00          | \$16.50        | \$18.00           |
| \$8.50      | \$16.50     | \$7.75              | \$8.50             | \$16.50          | \$17.00        | \$18.50           |
| \$8.75      | \$17.00     | \$8.00              | \$8.75             | \$17.00          | \$17.50        | \$19.00           |
| \$9.00      | \$17.50     | \$8.25              | \$9.00             | \$17.50          | \$18.00        | \$19.50           |
| \$9.25      | \$18.00     | \$8.50              | \$9.25             | \$18.00          | \$18.50        | \$20.00           |
| \$9.50      | \$18.50     | \$8.75              | \$9.50             | \$18.50          | \$19.00        | \$20.50           |
| \$9.75      | \$19.00     | \$9.00              | \$9.75             | \$19.00          | \$19.50        | \$21.00           |
| \$10.00     | \$19.50     | \$9.25              | \$10.00            | \$19.50          | \$20.00        | \$21.50           |
| \$10.25     | \$20.00     | \$9.50              | \$10.25            | \$20.00          | \$20.50        | \$22.00           |
| \$10.50     | \$20.50     | \$9.75              | \$10.50            | \$20.50          | \$21.00        | \$22.50           |
| \$10.75     | \$21.00     | \$10.00             | \$10.75            | \$21.00          | \$21.50        | \$23.00           |
| \$11.00     | \$21.50     | \$10.25             | \$11.00            | \$21.50          | \$22.00        | \$23.50           |
| \$11.25     | \$22.00     | \$10.50             | \$11.25            | \$22.00          | \$22.50        | \$24.00           |
| \$11.50     | \$22.50     | \$10.75             | \$11.50            | \$22.50          | \$23.00        | \$24.50           |
| \$11.75     | \$23.00     | \$11.00             | \$11.75            | \$23.00          | \$23.50        | \$25.00           |
| \$12.00     | \$23.50     | \$11.25             | \$12.00            | \$23.50          | \$24.00        | \$25.50           |
| \$12.25     | \$24.00     | \$11.50             | \$12.25            | \$24.00          | \$24.50        | \$26.00           |
| \$12.50     | \$24.50     | \$11.75             | \$12.50            | \$24.50          | \$25.00        | \$26.50           |
| \$12.75     | \$25.00     | \$12.00             | \$12.75            | \$25.00          | \$25.50        | \$27.00           |
| \$13.00     | \$25.50     | \$12.25             | \$13.00            | \$25.50          | \$26.00        | \$27.50           |
| \$13.25     | \$26.00     | \$12.50             | \$13.25            | \$26.00          | \$26.50        | \$28.00           |
| \$13.50     | \$26.50     | \$12.75             | \$13.50            | \$26.50          | \$27.00        | \$28.50           |
| \$13.75     | \$27.00     | \$13.00             | \$13.75            | \$27.00          | \$27.50        | \$29.00           |
| \$14.00     | \$27.50     | \$13.25             | \$14.00            | \$27.50          | \$28.00        | \$29.50           |
| \$14.25     | \$28.00     | \$13.50             | \$14.25            | \$28.00          | \$28.50        | \$30.00           |
| \$14.50     | \$28.50     | \$13.75             | \$14.50            | \$28.50          | \$29.00        | \$30.50           |
| \$14.75     | \$29.00     | \$14.00             | \$14.75            | \$29.00          | \$29.50        | \$31.00           |
| \$15.00     | \$29.50     | \$14.25             | \$15.00            | \$29.50          | \$30.00        | \$31.50           |
| \$15.25     | \$30.00     | \$14.50             | \$15.25            | \$30.00          | \$30.50        | \$32.00           |
| \$15.50     | \$30.50     | \$14.75             | \$15.50            | \$30.50          | \$31.00        | \$32.50           |
| \$15.75     | \$31.00     | \$15.00             | \$15.75            | \$31.00          | \$31.50        | \$33.00           |
| \$16.00     | \$31.50     | \$15.25             | \$16.00            | \$31.50          | \$32.00        | \$33.50           |
| \$16.25     | \$32.00     | \$15.50             | \$16.25            | \$32.00          | \$32.50        | \$34.00           |
| \$16.50     | \$32.50     | \$15.75             | \$16.50            | \$32.50          | \$33.00        | \$34.50           |
| \$16.75     | \$33.00     | \$16.00             | \$16.75            | \$33.00          | \$33.50        | \$35.00           |
| \$17.00     | \$33.50     | \$16.25             | \$17.00            | \$33.50          | \$34.00        | \$35.50           |
| \$17.25     | \$34.00     | \$16.50             | \$17.25            | \$34.00          | \$34.50        | \$36.00           |
| \$17.50     | \$34.50     | \$16.75             | \$17.50            | \$34.50          | \$35.00        | \$36.50           |
| \$17.75     | \$35.00     | \$17.00             | \$17.75            | \$35.00          | \$35.50        | \$37.00           |
| \$18.00     | \$35.50     | \$17.25             | \$18.00            | \$35.50          | \$36.00        | \$37.50           |
| \$18.25     | \$36.00     | \$17.50             | \$18.25            | \$36.00          | \$36.50        | \$38.00           |
| \$18.50     | \$36.50     | \$17.75             | \$18.50            | \$36.50          | \$37.00        | \$38.50           |
| \$18.75     | \$37.00     | \$18.00             | \$18.75            | \$37.00          | \$37.50        | \$39.00           |
| \$19.00     | \$37.50     | \$18.25             | \$19.00            | \$37.50          | \$38.00        | \$39.50           |
| \$19.25     | \$38.00     | \$18.50             | \$19.25            | \$38.00          | \$38.50        | \$40.00           |
| \$19.50     | \$38.50     | \$18.75             | \$19.50            | \$38.50          | \$39.00        | \$40.50           |
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| \$20.25     | \$40.00     | \$19.50             | \$20.25            | \$40.00          | \$40.50        | \$42.00           |
| \$20.50     | \$40.50     | \$19.75             | \$20.50            | \$40.50          | \$41.00        | \$42.50           |
| \$20.75     | \$41.00     | \$20.00             | \$20.75            | \$41.00          | \$41.50        | \$43.00           |
| \$21.00     | \$41.50     | \$20.25             | \$21.00            | \$41.50          | \$42.00        | \$43.50           |
| \$21.25     | \$42.00     | \$20.50             | \$21.25            | \$42.00          | \$42.50        | \$44.00           |
| \$21.50     | \$42.50     | \$20.75             | \$21.50            | \$42.50          | \$43.00        | \$44.50           |
| \$21.75     | \$43.00     | \$21.00             | \$21.75            | \$43.00          | \$43.50        | \$45.00           |
| \$22.00     | \$43.50     | \$21.25             | \$22.00            | \$43.50          | \$44.00        | \$45.50           |
| \$22.25     | \$44.00     | \$21.50             | \$22.25            | \$44.00          | \$44.50        | \$46.00           |
| \$22.50     | \$44.50     | \$21.75             | \$22.50            | \$44.50          | \$45.00        | \$46.50           |
| \$22.75     | \$45.00     | \$22.00             | \$22.75            | \$45.00          | \$45.50        | \$47.00           |
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| \$24.75     | \$49.00     | \$24.00             | \$24.75            | \$49.00          | \$49.50        | \$51.00           |
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| \$25.25     | \$50.00     | \$24.50             | \$25.25            | \$50.00          | \$50.50        | \$52.00           |
| \$25.50     | \$50.50     | \$24.75             | \$25.50            | \$50.50          | \$51.00        | \$52.50           |
| \$25.75     | \$51.00     | \$25.00             | \$25.75            | \$51.00          | \$51.50        | \$53.00           |
| \$26.00     | \$51.50     | \$25.25             | \$26.00            | \$51.50          | \$52.00        | \$53.50           |
| \$26.25     | \$52.00     | \$25.50             | \$26.25            | \$52.00          | \$52.50        | \$54.00           |
| \$26.50     | \$52.50     | \$25.75             | \$26.50            | \$52.50          | \$53.00        | \$54.50           |
| \$26.75     | \$53.00     | \$26.00             | \$26.75            | \$53.00          | \$53.50        | \$55.00           |
| \$27.00     | \$53.50     | \$26.25             | \$27.00            | \$53.50          | \$54.00        | \$55.50           |
| \$27.25     | \$54.00     | \$26.50             | \$27.25            | \$54.00          | \$54.50        | \$56.00           |
| \$27.50     | \$54.50     | \$26.75             | \$27.50            | \$54.50          | \$55.00        | \$56.50           |
| \$27.75     | \$55.00     | \$27.00             | \$27.75            | \$55.00          | \$55.50        | \$57.00           |
| \$28.00     | \$55.50     | \$27.25             | \$28.00            | \$55.50          | \$56.00        | \$57.50           |
| \$28.25     | \$56.00     | \$27.50             | \$28.25            | \$56.00          | \$56.50        | \$58.00           |
| \$28.50     | \$56.50     | \$27.75             | \$28.50            | \$56.50          | \$57.00        | \$58.50           |
| \$28.75     | \$57.00     | \$28.00             | \$28.75            | \$57.00          | \$57.50        | \$59.00           |
| \$29.00     | \$57.50     | \$28.25             | \$29.00            | \$57.50          | \$58.00        | \$59.50           |
| \$29.25     | \$58.00     | \$28.50             | \$29.25            | \$58.00          | \$58.50        | \$60.00           |
| \$29.50     | \$58.50     | \$28.75             | \$29.50            | \$58.50          | \$59.00        | \$60.50           |
| \$29.75     | \$59.00     | \$29.00             | \$29.75            | \$59.00          | \$59.50        | \$61.00           |
| \$30.00     | \$59.50     | \$29.25             | \$30.00            | \$59.50          | \$60.00        | \$61.50           |
| \$30.25     | \$60.00     | \$29.50             | \$30.25            | \$60.00          | \$60.50        | \$62.00           |
| \$30.50     | \$60.50     | \$29.75             | \$30.50            | \$60.50          | \$61.00        | \$62.50           |
| \$30.75     | \$61.00     | \$30.00             | \$30.75            | \$61.00          | \$61.50        | \$63.00           |
| \$31.00     | \$61.50     | \$30.25             | \$31.00            | \$61.50          | \$62.00        | \$63.50           |
| \$31.25     | \$62.00     | \$30.50             | \$31.25            | \$62.00          | \$62.50        | \$64.00           |
| \$31.50     | \$62.50     | \$30.75             | \$31.50            | \$62.50          | \$63.00        | \$64.50           |
| \$31.75     | \$63.00     | \$31.00             | \$31.75            | \$63.00          | \$63.50        | \$65.00           |
| \$32.00     | \$63.50     | \$31.25             | \$32.00            | \$63.50          | \$64.00        | \$65.50           |
| \$32.25     | \$64.00     | \$31.50             | \$32.25            | \$64.00          | \$64.50        | \$66.00           |
| \$32.50     | \$64.50     | \$31.75             | \$32.50            | \$64.50          | \$65.00        | \$66.50           |
| \$32.75     | \$65.00     | \$32.00             | \$32.75            | \$65.00          | \$65.50        | \$67.00           |
| \$33.00     | \$65.50     | \$32.25             | \$33.00            | \$65.50          | \$66.00        | \$67.50           |
| \$33.25     | \$66.00     | \$32.50             | \$33.25            | \$66.00          | \$66.50        | \$68.00           |
| \$33.50     | \$66.50     | \$32.75             | \$33.50            | \$66.50          | \$67.00        | \$68.50           |
| \$33.75     | \$67.00     | \$33.00             | \$33.75            | \$67.00          | \$67.50        | \$69.00           |
| \$34.00     | \$67.50     | \$33.25             | \$34.00            | \$67.50          | \$68.00        | \$69.50           |
| \$34.25     | \$68.00     | \$33.50             | \$34.25            | \$68.00          | \$68.50        | \$70.00           |
| \$34.50     | \$68.50     | \$33.75             | \$34.50            | \$68.50          | \$69.00        | \$70.50           |
| \$34.75     | \$69.00     | \$34.00             | \$34.75            | \$69.00          | \$69.50        | \$71.00           |
| \$35.00     | \$69.50     | \$34.25             | \$35.00            | \$69.50          | \$70.00        | \$71.50           |
| \$35.25     | \$70.00     | \$34.50             | \$35.25            | \$70.00          | \$70.50        | \$72.             |

SILKS

IN STOCK

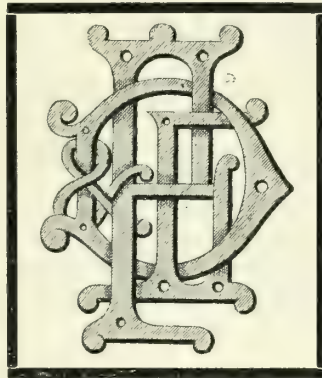
SILKS  
VELVETS  
RIBBONS  
LACES  
FRENCH FLANNELS  
FANCY SILKS  
ELECTRO SATINS

SILKS

**DEBENHAM, CALDECOTT & CO.**  
77 YORK ST., TORONTO.

DEBENHAM &amp; FREEBODY

London  
Paris  
New York  
Melbourne  
Sydney  
Cape Town

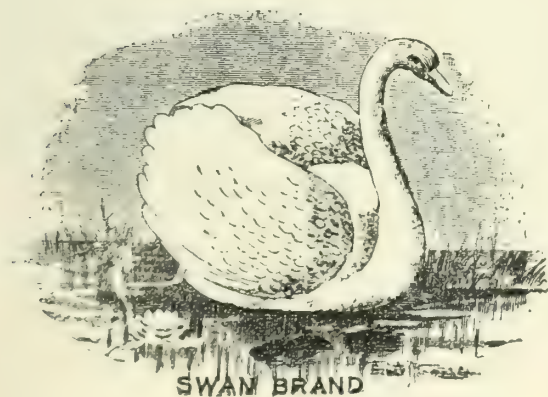


DEBENHAM &amp; FREEBODY

Lyons  
Roubaix  
St. Etienne  
Manchester  
Liverpool  
Dublin

**THE TORONTO FEATHER & DOWN CO., Limited**

74 KING ST. WEST, TORONTO.



***Bed Pillows*** (14 different qualities)  
***White Cushions, Cosies***  
***Down Comforters***  
***Silk Floss Comforters***  
***Cotton Comforters***

FALL SAMPLES ARE NOW BEFORE THE TRADE.

We attend to every order promptly, and will be pleased to mail price lists on application.

**The Toronto Feather & Down Co., Limited**



**GOOD ADVERTISING—Continued.**

or so hastily scrawled words on it. Will such advertising pay in a village any more than in a city? No. How to remedy this should be your aim, for Mr. — is not the only sinner. Every country publisher can name them by the score.

\* \* \*

**Need Not Feel Lonesome.**

country merchants

No, Mr. — need not feel lonesome. He is by no means "the only sinner." Such laxity, it is true, is more common among than their city confreres. That is probably attributable to the fact that the former attend to their own ad. writing, in addition to a thousand-and-one other trifles, such as buying stocks, meeting payments, and the general management of their business, whereas, in the city, the ad. department is under the direction of an expert, whose whole time and attention are centred upon that one task. Consequently such Rip Van Winkleism is more rare in the city than the country.

Be that as it may, the writer has often observed Christmas ads. of large New York department stores still displayed in the elevated and surface cars weeks after that festive season has passed into history. There's a difference, of course, 'twixt this forget-to-change laxity and the premeditated instance cited by our correspondent. But the difference is not fundamental—only one of degree.

\* \* \*

**Seems Passing Strange.**

It does indeed seem passing strange that a country merchant who is willing to pay a fair price for advertising space in local newspapers should not be anxious to avail himself of his opportunities to their limit. What interest would the news columns

of a village paper be likely to excite when it became known that the matter therein was not new every issue? The chief value of such reading is its up-to-dateness, and for ancient history, who cares to consult a village paper file?

\* \* \*

**No Warmed-over Ads., Please.**

Just so it is in advertising. An ad. should be an up-to-the-minute chronicle of store doings and an announcer of good things in preparation. Consequently a warmed-over ad. has about as much value as a last year's bird-nest. Let the public once understand that your ads. are never repeated; that each one contains news, perhaps, never before published—news, at any rate, of immediate interest, and, our word for it, they will be read.

\* \* \*

**Almanac Advertising.**

On the contrary, let the suspicion gain ground that changes in text are more honored in the breach than the observance, and the reading of such matter will be postponed till such a time as the Winter supply of farmers' almanacs and Parliamentary reports have been religiously perused.

Advertisers in country districts, wake up! Never insert the same ad. twice, or one closely resembling it. Give more time to this all-important department. If you have not the time, give it over to some young man in your employment who has brains and ambition.

**GURNEY AND CO.'S FINE NEW STORE.**

Messrs. Gurney & Co., of Acton, are installed in their new premises. They have begun the seventh year of their Acton business in the new store which is commodious, well lighted, conveniently arranged and generally attractive. It is 27 feet wide, over 50 feet deep, has splendid showrooms on the second floor, reached by a convenient stairway, a superior cellar under the whole and large show windows. The interior finish is in ash, including the counters, shelving, ceiling, etc. It has high ceilings and is well ventilated and is lighted with electricity. The arrangement of the stock is much different to the jumble in the much crowded old store. The entire right side is devoted to dry goods, the front of the left side to men's furnishings, and groceries will occupy a recess on the same side. The second floor will accommodate the carpet and curtain department, millinery, hats, caps, etc. A business office is conveniently situated at the rear on the ground floor. The stock will show to much better advantage in the new premises.

**THE GLOVE TRADE FOR FALL.**

McIntyre, Son & Co. have in stock for the assorting season many lines of kid gloves of special value, from the lowest prices consistent with selling a reasonably good article to the best productions of Rouillon and Trefousse & Co. Suede gloves, imported mocca and glace and mocca gloves, silk lined, will be in demand this Fall. Wideawake retailers should secure these goods for early Fall trade. Fabric gloves, the largest assortment in the trade, and at the very closest prices.

**CIRCULAR RE BLOUSES AND SHIRT WAISTS.**

Tooke Bros., Limited, have issued the following circular to the trade: "Nothing definite has been settled regarding styles for Spring and Summer of 1902. The best designers and manufacturers are engaged in this most important subject at the present time. Our representative in New York is in close touch with what is being considered, and as soon as the prevailing styles are settled, information of the most reliable character will come to us direct. We have no old styles to offer, so that our travellers will not submit samples of blouses and ladies' shirt waists until we are certain of what is going to be worn. You can then rely on seeing new materials, fashionable styles, and up to-date goods. We will advise the trade in a future circular when samples will be submitted."

The Brook Woollen Co., of Simcoe, made an interesting exhibit of their products at the Industrial Fair, Toronto.

Mr. Kyle, sr., of Kyle, Cheesbrough & Co., is on another trip to the European markets, bent on his search for novelties.

The Strathcona Rubber Co., of Montreal, have bought property on Papineau Square, to the extent of 23,075 square feet. The buildings consist of: One 147 x 50, two storeys; an engine house and boiler room, 35 x 60, three storeys; one building 100 x 50 and an extension, 37 x 50, three storeys. All this property will be utilized for the manufacture of rubber coats. Machinery of the latest type is now being imported from England and the United States and within a month a special announcement will be made to the trade in regard to Spring goods. Meanwhile, it would be well to wait for their samples and prices.





**BRUSH & CO.,**  
TORONTO.

Manufacturers of—

**THE**  
Straight **B & C** Front  
**CORSETS**

ALSO—

The Weston & Wells Mfg. Co.'s  
**BRAIDED WIRE BUSTLES.**

All-Ways Ready Skirt and Waist Holder  
Rubber-Tipped Dress Stays  
Wright Bust Form  
Kabo Bust Perfector.

CANADIAN REPRESENTATIVES

**Chicago Corset Co.**  
CELEBRATED

**KABO CORSETS**  
With Their Patent Loop Eyeletted Back.

Sample Orders Solicited.

**BRUSH & CO.**  
TORONTO.

**Bigger**  
and  
**Better**  
than  
**Ever.**

Our Xmas line  
of samples will  
be ready Sep-  
tember 1st.

**The Irving Umbrella  
Company, Limited.**

20 Front St. West, **TORONTO.**

**Mantles,**

**COSTUMES,  
SKIRTS, ETC.**

**Canadian Buyers** will always find the  
very latest Novelties in Ladies' and Children's

**Jackets, Skirts, Mackintoshes,  
Capes, Etc., Etc.**

in our showrooms. Special attention is being given to the  
requirements of the Canadian Trade, and we will be glad  
to show our samples, and learn your needs.

*Mr. Robert Edminson is now acting as our  
Agent for the Dominion of Canada.*

**CORBY, PALMER & STEWART**

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.



# WINDOW AND STORE DECORATING

Conducted for *THE REVIEW* by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## THE FALL OPENING TRIMS.

**T**HIS is the month when the new goods are arriving almost daily. These require immediate showing. The opening trims should be as elaborate as possible, and care should be taken not to show too much at once, but as little as possible to the very best advantage, and changed often.

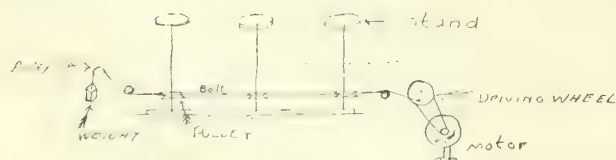
Have the backgrounds that have been doing duty in sales-windows for the past month entirely changed, and give the window accessories a thorough overhauling, so that everything will look clean and new, to receive the new goods.

In this edition *THE REVIEW* presents some striking examples of neat trims, from which ideas can be had for the "Fall Opening" displays.

Illustration No. 1 is a neat arrangement of new millinery. The design explains itself. In the foreground are displayed trimmed hats and flowers. At back ribbons are suspended from frame, and three revolving figures are shown. The idea in having them revolve half way is to show three different views of each hat. The uprights are covered with white cheesecloth, and adorned with bright flowers. Overhead is a lattice work, made of common white tape. Background is Nile green pleated cheesecloth. At base of window is a long strip of ruffled white crepe tissue paper, arranged in scoop shape, each scoop holding a bunch of flowers.

Illustration No. 2 is a good suggestion for a men's hat trim or for ties, collars, etc. Sunbursts and lattice work in white, puffing and background in red, no overcrowding, and in this respect this trim is an object lesson.

The sketch below illustrates how revolving stands can be worked. This is the idea referred to in illustration No. 1.



The belt is just a single belt, and is put around the pulley only once. The weight draws the belt back, causing whatever is placed on the stands to make just a half revolution,

and then back again. This is a very easily constructed revolving stand, and anyone, with a little study, will easily understand it.

One stand can be used only, as well as three or more. The bearing that each stand revolves on is just the same as those used on roller blinds. The dotted line represents a board with holes bored through it, slightly larger than the support, so it will revolve freely through it. Try this idea some time and see how simple and effective it is. I had five of these going in one of our parlor lamp trims and it worked admirably.

Illustration No. 3 suggests an excellent idea for a Fall opening shoe or other trim.

## CHANGE TRIMS REGULARLY.

There are merchants who persist in the error of supposing that it makes no difference in the sum total of their trade if they leave the display of goods in their show-windows unchanged week in and week out.

Just as reasonable would be the argument that it made no difference in the personal reputation of the merchant for orderliness and attention to business were he to go about with his boots unblackened or his collar unchanged.



No. 1—Display of New Millinery, with Revolving Figures.

The store that offers new attractions in its show-windows is more likely to find more customers in front of its counters than the store that trades on its past reputation, without making any effort to acquaint the people of the fact that it still maintains its former leading position. Competition for trade may be more strenuous than it ever was, but the methods of meeting it are vastly changed, and these are principally manifest in the advertising means employed. In other words, it requires something more than the good name of the store to draw trade to it.

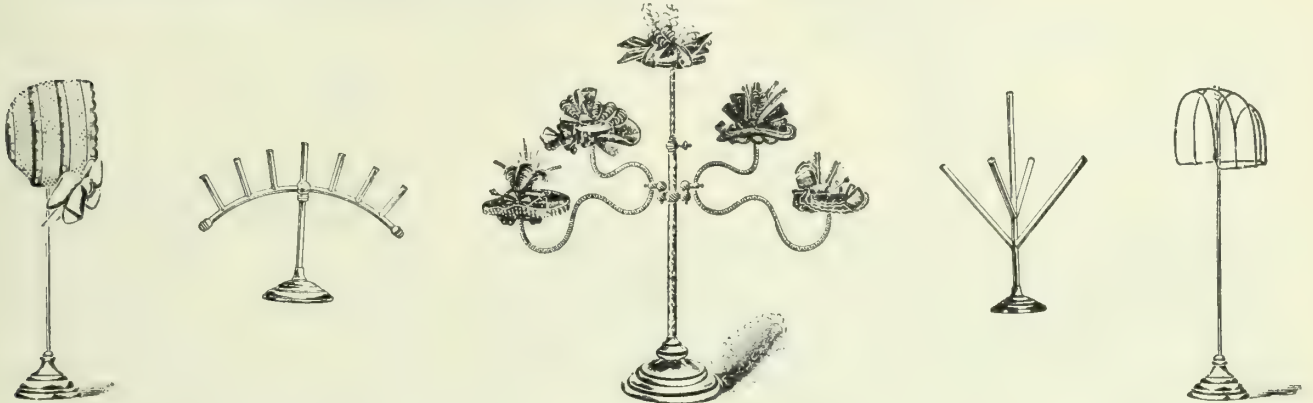


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**PROMPT ATTENTION** is our "watchword" for mail orders. That's why a trial order invariably brings a Permanent Customer.

**HOW CAN YOU MAKE A MISTAKE?** You run no risk in dealing here, as you are buying direct from the Largest Manufacturers in Canada. You will readily understand what this means to you.

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To sound business sense when we say—let your next show case order be for the

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It will help your salespeople to make sales. It attracts customers—will sell more goods. It adds immensely to the attractiveness of a store.

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*Silent Salesman*  
TRADE MARK



LET US SEND  
OUR CIRCULAR  
(LITHOGRAPHED  
IN COLORS)  
AND FULL  
PARTICULARS.



## John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT.

DETROIT, MICH.



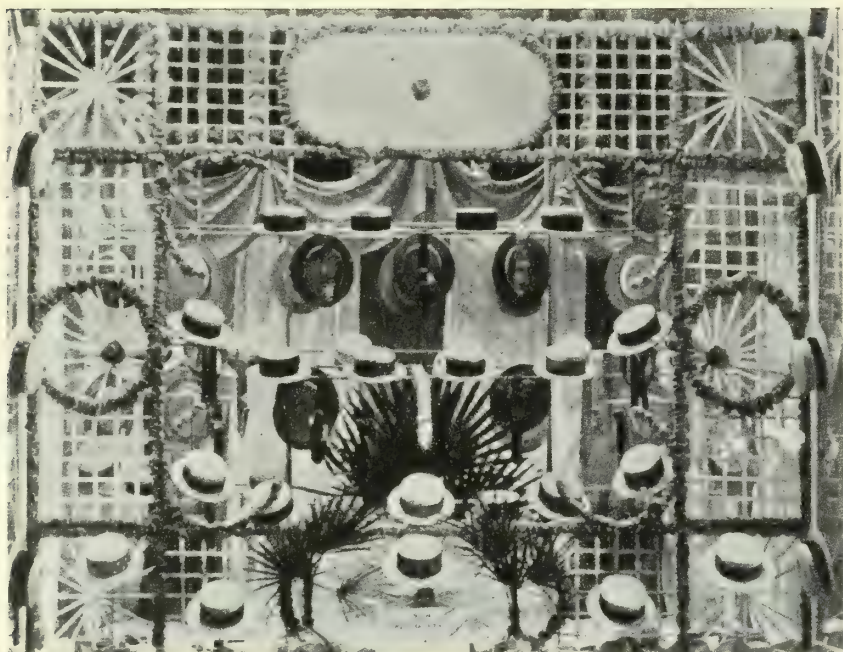
**WINDOW DECORATING—Continued.****THE PROPER PLACING OF SIGNS.**

Don't underestimate the importance of orderliness in the disposition of show cards and price tickets in display. They are generally more conspicuous than other objects in the window, and are, therefore, in their proper place fully as important to the scheme. The correct manner of placing them is not so easily understood, particularly when not viewed by a prompter at a distance.

The trimmer inside the window space cannot view them from the point of the observer on the sidewalk, and for that reason should not rely on the view he gets of them from the inside. It is necessary for the trimmer to direct his assistant to place the cards according to his (the trimmer's) idea from an observation on the outside. This is rarely customary with window-trimmers, but it pays to do it.

**INTERFERENCE FROM THE "BOSS."**

"The wise thinker, with activity alone, can conquer difficulties by daring to attempt them." So it is with the dec-



No. 2—Men's Wear.

orator; he has to think and consider, but in many cases the "boss," or the manager, interferes with the trimmer in his plans. This is a great mistake, Mr. Merchant. It is best and simplest to let the trimmer follow his own plans and ideas as much as possible.

No merchant has a monopoly of ideas. Most of them are judged by the merchandise they display and the manner in which they display it. Furnish the trimmer with proper material to do the work with. Give him modern fixtures and appliances to make successful trims. Aid him in every honest way and endeavor. Make his load as light as possible in every way you can, and you will find you will benefit more by it than if you continually find fault with his work.

**INCOMPLETE DISPLAYS.**

Why will merchants insist on placing goods in their windows without the price tag?

If there is one thing more than another that will draw a customer into the store it is a desirable article, well displayed, bearing the price in plain, unmistakable figures.

One-half or more of the people who buy anything buy out of the show-window. But the large part of that one-half will not enter a store, even though they see just what they want from the sidewalk, unless they are assured in plain figures that what they want is within their reach as regards price.

There are lots of people who are unnecessarily timid. There are many who cannot muster up courage enough to go into a store and ask the price of something seen without a price ticket in the window.

Take, for instance, an individual of this class and start him down a business street. He is all alone. He has not even the courage that comes with numbers. He is thinking of buying, say, a hat. He sees a kind in the window that he really wants; it is just the shape he has had in mind; it strikes him just right. He wonders how much it will cost him. He is afraid to step inside and inquire the price; it might be out of all proportion with what he expected to pay.

He would then either have to admit he could not afford it or invent some other less embarrassing excuse for getting out of the store. Finally he moves along down the street, still thinking about this particular hat. The price of this hat might have been just about what he was willing to pay. If so, and it had been displayed, that hat would have been sold.

It is a common belief that if the price mark is left off an exhibited article the price is so high the merchant is afraid to quote it, lest he scare away business; that he prefers to draw people into his store by virtue of the article itself and leave it to the hypnotic power of his clerks to close the sale.

The truth of the matter is, however, that some merchants have a high toned notion, that it detracts from the dignity of their store to exhibit the prices of their goods. They feel that they are catering to a trade where price is a secondary matter, if, indeed, it is worthy of consideration at all. This is a mistake.

The wealthy class is just as much interested in prices as their less favored fellow-men. That is why they are wealthy. It is a fact that the number of people who will

walk into a store and buy things right and left without a thought as to cost would not fill a very large room.

That window display that leaves no room for guessing will bring the most trade, no matter what the goods may be or whom they were intended to attract.

**THE RIGHT TRIMMER.**

There is a prevailing idea among merchants that in order to secure the right kind of a trimmer they must import him from some large city. Whether this opinion is due to the belief that the city trimmer is superior to his country brother, or from the fact that it sounds big to be able to say "our trimmer came from New York," is an open question. Be this as it may, the fact remains the same, that the majority of firms apply to the large cities when in need of a trimmer.

At first thought this would seem the correct thing to do, for we all know that the best displays are seen in the big cities. Then why not select a city man? Simply for the reason that no really good trimmer, who is in the employ of a first-class house is going to leave his position to accept one in



GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

**Geo. H. Hees, Son & Co.**

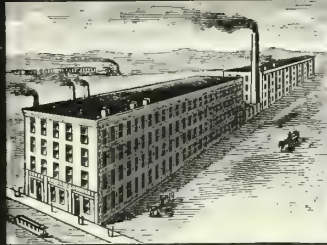
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**CANADA BEING A  
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We are clearing a good assortment of Upholstery Goods. Prices very low to clear; if interested see our travellers' samples or write to us.

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Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

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**GEO. H. HEES, SON & CO., Head Office, TORONTO.**



**WINDOW DECORATING—Continued.**

a small concern in a small provincial town. The large cities are full of "fourth-rate," "bum trimmers," men of little or no ability, who are not capable of holding a position with any up-to-date house.

This is the "artist" you generally get when you apply for a city man. When the city trimmer wishes a framework built, or a light adjusted, or a show-card written, he simply submits his plan or copy to the party in charge of this part of the work, while the town trimmer proceeds to do this himself.



No. 3—Fall Opening in Shoes.

These are some of the reasons why the country trimmer, even though he may have had much less experience, is apt to prove more desirable than the imported city man.

**WORK FOR THE TRIMMER.**

It is none too early now to commence the showing of Fall goods. Already the big city stores are putting in displays of blankets and furs, even though the thermometer hovers somewhere above the seventies. True, the exhibitions can result in bringing but little direct business, yet they act the part of missionary workers, make receptive the public for the actual purchasing, and really result in enough actual selling influence to pay for the expenditure of space and energy.

The public is still much under the influence of the enervating Summer solstice, so that you will need to make your initial exhibitions of Fall merchandise more than usually striking in order to attract the attention. First planted seeds are always most fruitful, you know, so strive to make your first exhibitions of the Fall season the very best and strongest that your ingenuity can conjure up.

**ANOTHER IMPORTANT ITEM.**

Another important item to remember in making your first Fall displays is not to crowd too much merchandise into one window. Remember that the season is long and you will need to go sparingly with the new things to the end that you may always have something fresh to put in every week throughout the season.

For the first exhibition of Fall furs there is no better idea than to arrange your window so that it simulates a cold Winter's day, having the floor covered with material to represent snow and the rear a bank of either ice or snow. Such a show will bring Winter and its icy winds immediately to the mind of the onlooker, and will be very refreshing, especially if the week is a very warm one.

**TO MAKE IMITATION ICICLES.**

An excellent manner in which to represent icicles and block of ice is with borax or rock salt. Dissolve in a tub of water as much of either borax or soda as the water will hold in

solution without precipitation. When the solution reaches its full strength, dip into it the articles which you wish to cover with crystals, and then hang up to dry. In dry weather it may take several repeated dippings and dryings before the crystals will form thick enough to simulate ice.

A beautiful effect is obtained in those crystals by tinting the solution with Diamond Dye, either an emerald green or a soft carmine; when tinted with the green the crystals appear much more like ice. A beautiful vari-colored effect may be obtained by dipping the fixture first into a solution tinted with the green, allowing it to dry and crystallize, and then redipping it in a solution tinted with carmine.

**ANOTHER EXCELLENT IDEA.**

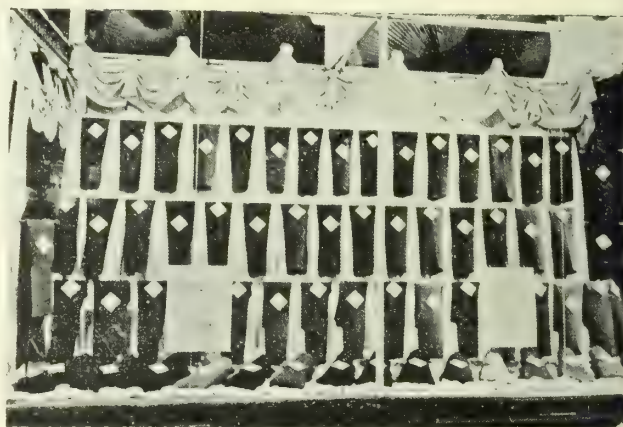
An excellent idea for a fur window would be to obtain a number of stuffed animals, some natural tree branches with foliage, and arrange the window to represent a hunting scene, with one or two wax figures in hunting costume stalking the game.

**BLANKET WINDOWS.**

Blanket windows, even in cold weather, are rather a tough proposition; to exhibit them at this season is doubly so. Those rather formless articles, with little variety of color, do not lend themselves particularly well to attractive window displays.

Here is an idea that, if properly carried out, will result in a striking blanket window. First, with natural trees and shrubs, arrange the window so that it represents a glade in the forest. In the centre of the window, with seven or eight 12 foot birch poles stripped of leaves and branches, build a conical Indian tepee or tent. Cover this with blankets.

Obtain from a costumer several North-American Indian costumes and wigs. Adjust these on a number of wax figures, to which you have attached Indian masks or tinted their faces. Pose these in characteristic attitudes about the window. Put two of these in a seated position before the tepee, as if they



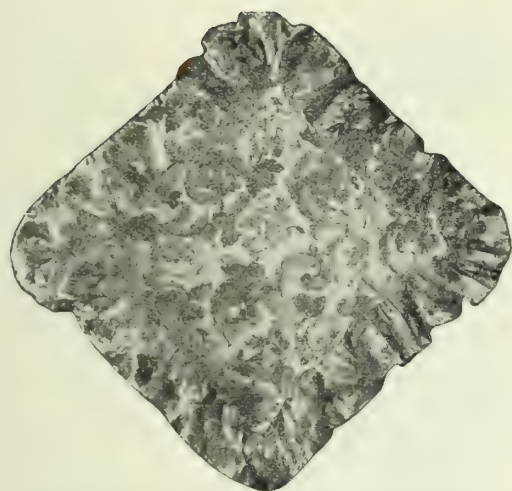
Arrangement for Ties or Other Goods.

were bargaining over a pile of blankets. This gives you an opportunity to arrange about the tepee several piles of blankets bearing price tickets lettered after this fashion:

These 5-pound pure Australian-wool blankets, Five Strings of Wampum, the pair, white man's money, \$5.

Two other wax figures can be arranged in the rear of the tepee as if engaged in shooting with bows and arrows at a target. If you are able to obtain figures that will represent a squaw and a papoose it will make the show much more interesting.—Dry Goods Economist.

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### CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

### MONTREAL AND TORONTO, SEPTEMBER, 1901.

#### THE STATE OF TRADE.

**F**AVORABLE reports have followed the visits to the chief Canadian centres of buyers from outside points. The dry goods warehouses were thronged with buyers and visitors from August 20 to the end of the first week in September.

They came from all parts of Canada. They bought goods or they looked at stocks. They got ideas which they would not have got by remaining at home, and their first-hand information regarding the commercial outlook in their own localities must have been of considerable value to the big importing houses of the country.

The effect of a fine crop in the West is seen in the orders placed by Western merchants, and is also visible in the general buoyancy which prevails in trade circles all around. Elsewhere we have occasion to speak of the success of the millinery openings, not only in regard to attendance, but also in point of purchases.

All these things point to a good retail Fall trade. It is noticeable that sales of better goods have increased, and no surer sign than this of a sound condition of trade could exist. We believe that the Royal visit will help, not retard, retail business. As far as we can learn, retail stocks are not heavy and payments are being well met.

Whatever may be said of business abroad we believe the Canadian conditions indicate a continuance of prosperity.

#### GLOAKS AND JACKETS.

This has been a somewhat difficult season for the manufacturers of cloaks and jackets on account of the uncertainty felt regarding the lengths of garments.

The predictions both in New York and Germany as to the advent of long cloaks seemed to be authoritative, and it is

possible that a tendency is now setting in which will culminate ultimately in the longer garments. As far, however, as the Canadian experience has gone, the demand for the 26 and 27-inch jacket has proved that this length is still a popular one.

Of course, the Canadian manufacturers, who are thoroughly up to date in all respects, have shown some very handsome styles in the long lengths; that is, 36 inches, 42 inches and even more. A good many of these have been sold, and very stylish they look.

But if we were to credit the tastes of the buyers at the millinery openings, the popular length has not been an extreme one. The demand has been very satisfactory this year, and, as to colors, blacks, fawns and Oxford greys appear to lead. We have seen some handsome styles in other colors, especially pearl grey, and they have been well taken up, but the bulk of the trade has been done in the colors first mentioned.

#### RETAILER AND WHOLESALE.

**S**OME discussion has been caused in the trade by an article in a New York dry goods contemporary on the question of "Substitution and Returning Goods." The gist of the article is in the following paragraph:

"We hear a good deal, in these days of labor troubles, in regard to the sanctity of contracts. Most of us are quite ready to condemn the operative who in quitting work breaks the pledge he had given to his employer. But how much is a contract worth in the dry goods trade? Wholesalers sell what they do not possess, thinking they can substitute with impunity; retailers annul the orders they have given because a slightly lower price has subsequently been quoted them. There is a great and evident lack of consideration on both sides."

This may be a true picture of some phases of business in New York. But it does not accurately represent conditions in Canada.

We have made careful inquiries on this point. The charge that wholesalers take orders for what they haven't got in order to substitute some other, perhaps inferior, goods is certainly not practised by any reputable concerns in this country. One firm assures us that a clerk substituting without authority of the customer or the traveller who took the order and knows precisely what the merchant wants would be dismissed.

No doubt where the relations between buyer and seller are of long and intimate standing a rigid rule as to substitution or returns is not enforced. There are circumstances and circumstances.

As to cancels, the charge against the retailers is also overstated. It is easy to exaggerate the practice. Here, too, the circumstances must be taken into consideration. We believe the relations between retailers and wholesalers are harmonious and that good faith rules in the transactions between them.

It is a mistake to suppose that where errors occur or misunderstandings arise—and what department of life is free of them?—such conditions are characteristic of the trade generally. In fact, these incidents, in this country anyway, are exceptional.



**EARLY CLOSING.**

**T**HE early-closing movement has been more general this past Summer than in any previous year of which we have recollection. The idea is growing with the most successful merchants everywhere that a limit should be placed upon the hours of labor. This is not only in the interests of employes, but also employers. The latter are sure to lose something in brightness and alertness if they overwork themselves. The merchant who does not devote some of his time to relaxation is reasonably sure to break down at some period of his life.

During July and August, therefore, our advices from many points throughout Canada prove that the early-closing movement was carried out by many merchants in each locality in accordance with their own local conditions. A closing which would suit one might not suit another. Therefore, it is impossible to lay down any strict rule which should govern all places.

The merchants in each town are the best judges of their own interests in this matter, but we cannot avoid impressing upon them the undoubted fact that a limited time for doing business is good policy. As an illustration, the case of the city of Kingston, where the retail dry goods trade is in the hands of some of the best men, may be cited. There, such firms as Steacy & Steacy, Laidlaw & Sons, R. Waldron, Crumley Bros., and others, closed down daily at 5 o'clock. This was in addition to the regular holidays for the staff. Then Messrs. Starr & Sutcliffe adopted the system of giving a Wednesday half-holiday instead of the 5 o'clock rule.

We have no doubt that the staffs of these establishments appreciated the boon and worked all the better during the hours of work. So pronounced has the movement been all over the country, that we hear of towns where keeping open late has been the practice during the Autumn and Winter months in which movements are now on foot to restrict the hours during the Winter months as well.

All the merchants with whom THE DRY GOODS REVIEW has had communication on this subject declare that early closing is the easiest movement they ever took part in, as far as public approbation is concerned. Shoppers conform readily.

**STARTING IN BUSINESS.**

A correspondent writes to THE REVIEW :

I am thinking of starting in business for myself, as the result of a legacy left me by my uncle a short time ago. There are already four dry goods stores in this town, but I think I see an opening for a bright, up-to-date establishment, with new ideas, etc. The cash system is not in use here. Would you recommend me to start on that basis? What with other expenses consequent on starting, I might not have money enough to buy the whole of my stock at cash prices.

The correspondent goes on to say that he has been reading THE DRY GOODS REVIEW as a clerk in the store where he has been employed, and that is the reason why he asks for an opinion. We are obliged to our correspondent for his confidence in writing, but we think we are doing him the best service in speaking frankly, even if our views do not coincide

with his. In spite of the prosperous condition of Canada at present, we believe that business is overdone, and that a man ought to have a very encouraging opening before he starts a new store.

It would be in nine cases out of ten far better to put his capital into an old-established firm, where the senior partner is getting up in years and needs some person to lighten his labors. Of course, he should choose a business where efficiency is being maintained, and not one that is dying or dry rot. Depend upon it, you will make far more money by doing this in the long run, than by starting up for yourself.

No one who reads the statistics of failures year after year can doubt that one of the principal causes of want of success is insufficient capital. The young man who starts with what he thinks sufficient finds that unforeseen conditions prevent him from continuing to buy for cash. This forces him to charge prices higher than he would otherwise have to charge. It then becomes a struggle between himself and competitors in the same town, all of them probably established much longer than he.

We would not like to discourage any active young man from branching out for himself, if he has the brains and capital, but let him first consider the question of working up into a partnership and gaining by an enlargement of the business rather than overtaxing his own energies all by himself. The value of joining an old-established business, one with a reputation is too apt to be overlooked, and, unless our correspondent's plans are all made, we would suggest his considering the whole question afresh.

**INDUSTRIES AND THE CENSUS.**

**I**T is significant that the census returns show that progress has been made at nearly every point where manufacturing is carried on. The Province of Quebec is a great manufacturing area in many of its parts, and its cities show considerable gains. The expansion of industries situated in Montreal is probably the main reason for its gain in population. The French-Canadians constitute an admirable labor market, being industrious, intelligent and faithful to their work.

In Ontario the gains are also in the cities and towns and manufacturing is a notable factor in the growth recorded. The loss of population in certain rural districts is partly due to the stationary condition of Ontario mills at the smaller points. Is Ontario doing enough to encourage its home industries. Dairying and fruit growing are expanding well, but these do not call for the same number of hands as industrial establishments.

Complaints are made that capital is not easily obtained for enterprises in Canada and that this is another reason why growth of population has been slower than in other countries. All these points are worth the consideration of business men.

The country has grown so greatly in wealth that the 5,500,000 people of Canada are probably better off than the same number anywhere else in the world.

## THE PRINCE EDWARD ISLAND TAX.

COMMENTING upon our article in the July issue on the "Travellers' Tax in Prince Edward Island," The Charlottetown Guardian has a very reasonable and well-written editorial dealing with the whole question. The Guardian admits that the commercial travellers make out a strong case in this matter, and that they presented it in a very convincing and persuasive fashion. It contends, however, that the tax was not due to any feeling against the representatives of outside houses and was not intended to restrict legitimate trade. The measure was due, it points out, to the necessity for fresh revenue. Even the additional \$30,000 which the Province has received to its yearly income from the Dominion Government does not restore the balance between the revenue and expenditure.

Our contemporary goes on to point out that the Montreal and Toronto houses pay no taxes in Prince Edward Island and that this payment for a license to do business is the only way in which the Province can get some return from them for the privileges it gives them.

Now this view is so moderately expressed that one is almost inclined to sympathize with it to some extent. But it must be remembered that much more important principles are at stake in this matter. Since the tax really restricts inter-provincial trade, it is probably unconstitutional, and in any event most impolitic.

The consumers on the Island are almost certain to pay the tax, because the big houses which send their travellers down will certainly not do business at a loss and will recoup themselves on the price of the goods for the tax they have to pay.

Besides, we would imagine that the visits of intelligent, commercial travellers from outside points would be gladly sought by all the Island merchants, for every community gains by their visits. The sum raised by the tax is surely not large enough to warrant the Island incurring the trade antagonism of the rest of the Dominion.

In fact, the last place one would have expected this law to emanate from is one of the Maritime Provinces, because the reputation which the merchants there enjoy in the west is that they are one of the most liberal minded and clearheaded elements in the commercial life of Canada. Representatives of western firms have told THE DRY GOODS REVIEW times without number that the pleasure of travelling in the Maritime Provinces was due to the character of the merchants they were brought into contact with. Therefore, we doubt very much if this enactment is really a product of the commercial sense of Island merchants.

It will interest our readers to know that some of the cases have lately been argued before Judge McDonald, and that the court has decided in more than one appeal that outside firms are not liable. One of these suits was that of S. Greenshields, Son & Co., Montreal, represented on the Island by Mr. W. Louison, and the court decided that the firm was not a company or an association within the meaning of the Act. It is much

to be hoped that the court will take a similar view of other cases and that the ingenuity of the Island Government will be equal to discovering some method of taxation to replace this very objectionable one.

## DECORATIONS FOR THE ROYAL VISIT.

THE preparations and decorations being made at all points to be visited by the Duke and Duchess of Cornwall and York are proceeding apace. It is right and fitting that arches and trimming of buildings should be done, mainly for the purposes of ornamentation, and in an artistic manner.

But is there not also room for something to illustrate the industrial life of Canada? Are we to let the Royal party leave the country without some good illustration of the material progress which the community has made in the industrial arts? At least a dozen of the leading newspapers of Great Britain will send representative correspondents to report the proceedings at all points, and if they are struck by notable evidences of our manufacturing progress and development, the outside world will hear of it.

We observe that in Australia one of the arches under which the Royal couple passed was intended to set forth the immense butter-making industry of Victoria, we think it was. Is it impossible for us in Canada to do something in that line here? What about our great cheese industry? What about our fruit trade? Should these not be made to serve as part of the celebrations at certain points?

There is nothing sordid or base about our parading before the future Sovereign of this Dominion the extent of the wealth over which he must some day wield authority. The military demonstrations are all right as part of the celebration, and we thoroughly approve of them. But there surely must be room for other things, and the commercial phases of life in Canada can be made of sufficient interest to warrant their being included in the coming programme. Where there is to be an elaborate procession the trades organizations can be made to play a splendid part, as they sometimes do at national fetes in Montreal and elsewhere.

We would like our readers to bring this suggestion to the notice of the committees in charge of the preparations, so that it may receive due attention. Arches to illustrate the dairy or fruit industries of Canada would not be expensive. We could imagine a magnificent arch decorated with almost tropical fruits which are grown in the open air of our clear climate, and any town in the vicinity of a fruit area which overlooks this feature will probably make a great mistake.

The Royal couple must have seen scores of the most artistic arches in the world, and, as far as high art is concerned, we are not likely to do any better than what has already been so well done in other parts of the British Empire. But whatever is unique, whatever is characteristic of our national life, will necessarily be far more interesting to our visitors than something along the daily level of ordinary decorations.



# Business Management.

Phases of the Question Vital to Merchants.

Charles F. Jones, in *Printers' Ink*.



**D**ON'T overstate quantities when advertising special sales; and then assign a single, slow, inexperienced clerk to the counter at which the sale is held to make it appear that you have done so. If you advertise an early morning sale of five hundred of some particular article and the last of a crowd of a hundred is told that the goods are all sold, it's a pretty transparent deception, and one that will do you considerable damage. The public is not so easily deceived as it sometimes seems; and even though you succeed in deceiving the greater part of it, the few on whom the deception fails will most always counteract even any transient benefits that might come from deceiving the many. But whatever you do, don't be continually advertising that you are honest; it is likely to raise a question in the possible customer's mind, whereas if nothing had been said about the matter, nothing would have been thought of it. It is all right to state the policy of the store fully and frequently and sometimes at length; but the proof of your honesty should lie in your goods, prices and performances, as they compare with what you advertise. That is the test by which you must stand or fall, and no amount of claims for honesty can be made to take the place of this test or to stand against it.

\* \* \*

If you are the proprietor of a business, no matter how small that business may be, by all means get away from it for one or two weeks out of the fifty-two. If you don't feel the need of a rest, or feel that you can't afford to give up so much time purely for pleasure, go elsewhere where you can get a change of scene and air and diet, and where at the same time you will have some opportunity of studying the methods of other successful men in your line of business. In this way you will get a certain amount of rest which cannot help doing you good, even though you don't especially feel the need of it; and with it you will get some new ideas that you can adapt to your own business with profit. The trouble with a great many merchants is that by close and constant association with their business they become extremely narrow, getting into business ruts from which they find it very hard to pull out if they ever come to a realizing sense of their position and desire to. They form a habit of doing certain things in certain ways, and after a time these habits become so firmly fixed as to blind those who practise them to better and more modern methods. For these reasons the merchant should not only take a vacation in order to get away from his business for a time, so that he will see it when he comes back more from the standpoint of a customer, but should also make frequent trips to the nearest large city in order to benefit by the clever trade schemes and plans which the city merchant and his high salaried department heads are constantly advancing.

It seems to me that during the next month will be an excellent time for the laying out of an effectual campaign of advertising for the Fall and Winter to come. If you are doing all you can to make this August exceed last August in volume of business, and still have some time on your hands, you cannot better employ it than in planning and scheming for the lively season which is fast approaching. If this planning is left until it must be done, it will be much less effective, because it will be done at a time when many other matters, which are seemingly more important, will divide your attention and make it impossible for you to concentrate your thoughts upon any one thing long enough to do it full justice. If you make an elaborate plan and find, when the time comes to put it into practice, that it will not be justified by the possible results, it will be easy enough to modify it to fit existing conditions. On the other hand, if you have no well laid plan in advance, all your advertising will be of the day-to-day order, and cannot in the nature of things be as effective. If it is your custom to circularize certain lists for Fall, your plans for such work can be practically perfected now, and all the general matter, everything that does not include descriptions and prices, can be prepared within the next four or six weeks much better than at the end of that time. You can easily decide the number and character of the booklets, circulars or form letters which you intend to use; and from a reference to your sales records of last season can determine to a very great extent which lines will require the hardest pushing. The average business man is quite satisfied to defer the consideration of matters pertaining to his advertising until he is absolutely obliged to attend to them. And even then he is prone to postpone important details, knowing that these things must sooner or later have attention. Why isn't it better to consider them at a time when you can give them the attention that their importance deserves?

\* \* \*

There may be a hint in what I am about to relate for some of the readers of this department. It's the story of a publisher who placed a certain line of books with a large store and advertised them liberally in the daily papers as a very unusual value at 25 cents per copy; and they really were so. A competitor of this store, who was somewhat envious of its success in securing other business through its book sale, determined to secure some of the books and sell them at an even lower price. So the management went to a nearby city where, as in this case, one store had the exclusive sale of this same line of books, and bought several hundred of them at 25 cents each, shipped them back to his own city, placed them on his counters and advertised them at 19 cents each. Of course, this was rather a poser for the store which was supposed to have exclusive control of that line, and its management wrote to the publisher stating the facts in the case. The publisher simply told them to buy all of the competitor's books they could at 19 cents each and put them right on their own counters at 25. They did this and very soon managed to exhaust the interloper's supply, forcing him then to buy more books on which to lose six cents each or to discontinue the

Women differ in opinion on almost every  
subject, but are unanimous in declaring

# THE NEW IDEA 10c. PATTERN

THE BEST PAPER PATTERN MANUFACTURED.



## Those Wise Merchants

(they number thousands)

Who have realized its possibilities and  
superiority, declare that the installment  
of a department for its sale was . . .

## The Best Investment

THEY EVER MADE.

Superiority, Adaptability  
Consistent Excellence  
The Latest and Most Modish Designs  
Prompt Service  
The Best Advertising Matter  
The Most Generous Terms

ARE OUR WATCHWORDS.

**Why Delay** in taking advantage of an  
opportunity which **must prove** excep-  
tionally profitable. It will sell goods for  
you in every department of your store.

MAKE YOUR STORE POPULAR.  
WRITE TO US FOR PARTICULARS.  
A POSTAL CARD IS SUFFICIENT.



## THE NEW IDEA PATTERN COMPANY

Home Office :  
626-638 Broadway  
New York City.

Western Office :  
232-234 Fifth Ave.  
Chicago, Ill.

Canada Office :  
75-79 Victoria Street  
Toronto, Ont.

St. Louis Office :  
Broadway and Locust Streets  
St. Louis, Mo.



**BUSINESS MANAGEMENT—Continued.**

sale. He discontinued the sale, but not until he had pretty thoroughly discredited his store by advertising books which he did not have in stock in order to discredit the regular authorized agent. In another case this same line of books was used in a quite different way. As in the previous instance, a store competing with that in which the books were placed secured a good number of them in another city and offered them at the regular price, 25 cents. Naturally, the concern that thought it had exclusive control of the line appealed to the publisher for protection. The publisher, happening to be in that neighborhood, called on the competitor in order to make some satisfactory adjustment of the difficulty, and was told that if he would arrange an interview between them and the buyer for the store where the books were regularly placed, some understanding might be reached. At this meeting the buyer was told that if he would make a proper adjustment of some matter in which they felt aggrieved, they would willingly discontinue the sale of the books. The matter was finally arranged in that way. I do not, as a rule, believe in meddling with the supposedly exclusive lines of other stores, but I think that perhaps in this last instance such a course was fully justified if the grievance was real and there was no other way of adjusting the matter amicably. I think it will most always be found that if the man who has a grievance will state it earnestly and honestly in a business-like way and without losing his temper, he will be met half way in effecting a satisfactory arrangement. But where such a course fails, if what he regards as unfair or an infringement of his rights cannot be remedied in this way, it is quite proper to retaliate if retaliation will bring about the desired result without advertising the other fellow or conveying to the public the impression that he has the better of you in some way.

\* \* \*

If you are running a six inch double column advertisement, don't use half of it for a lot of introductory talk that is pretty sure to be skipped. Use just enough of it to tell those facts about the goods which will lead your possible customer to want them. Of course, if some unusual circumstances attend this particular sale and a statement of them seems essential, by all means state it fully, but be as brief as possible. People don't care to read a lot of irrelevant stuff in order to find out what you are talking about. And if you get into the habit of printing long-winded introductions you take the risk of having some really important statement skipped by those who have become tired of reading so much in order to get a little information. This is especially true in warm weather, when people will not make the least exertion if it can be avoided.

\* \* \*

On Park Place in this city is a tailor shop which I believe to be a very good one. The proprietors seem to be quite enterprising in the way of advertising, sending out good matter to selected lists, changing their window and sidewalk case displays quite frequently and using window cards which are not only well executed, but also bear evidence of considerable thought. Almost everything they print or say seems genuinely cordial and creates a favorable impression. But they are now displaying quite prominently in their window a card which, in my judgment, will do a great deal towards undoing the good work their other cards have done. It reads like this: "Are you a crank? If so, we don't want your trade. A crank is one who don't know what he wants and therefore can't be pleased." The grammatical slip on this

card is of small consequence, but the spirit of the whole thing seems so diametrically opposed to that which is shown in all their other cards that I can hardly believe that it emanates from the same source. Many a man will frankly acknowledge to himself, and perhaps to his tailor, that he is a crank on the subject of clothes and doesn't really know what he wants; but that man is going to buy clothes somewhere, and the tailor who makes an earnest effort to please him is sooner or later going to succeed in doing so, and clinch the trade of the crank forever after. A crank may be hard to please, but he knows when he is pleased as well as anybody; and in ninety-nine cases out of a hundred will show that appreciation in the practical way that is profitable to the one who finds out what he wants and an agreeable way of supplying it. If I were in the tailoring business I think I would make a bid for the trade crank; I would tell him how successfully I had served other cranks—in fact, that it was because of my success in this respect that I really enjoyed waiting on people who were inclined to be cranky and not to know what they wanted. I certainly would not place in my window a card bearing the admission that I so frequently found people whom I could not please that it seemed necessary to warn away any who did not know just what they wanted. Of course, this card was not intended as such an admission, but that is just about what it amounts to.

\* \* \*

The other day while passing one of the largest retail book concerns in New York, I was attracted by a window card which read something like this, "Any book in this row fifty cents." While it did not seem to me that any of the books were special values at this price, so far as I could judge from the cheap and decidedly unattractive paper covers with which the cloth bindings were protected, I happened to see a title which I wished to add to my library, and stepped inside to examine the book. On removing the sombre-hued paper cover I saw a really handsome book, nicely bound in red cloth and very prettily ornamented in gold. It was a book that might easily sell in the regular way at from one dollar to a dollar and a half, and was certainly unusual value at fifty cents. And this brings me up to the point I wished to make, which is that in displaying books, whether at a regular or at a special price, it is highly important to give the binding a chance to do its share of the selling by removing temporarily the cheap outer covering which, while it serves to protect the binding, serves also to bide that which often of itself effects sales. The experienced bookseller understands the selling value of an attractive binding, and knows that very often such a binding will sell a book when the purchaser has not the remotest idea of the character of its contents, simply buying it because it is a handsome book. Of course this applies more especially to window displays where the possible purchaser is unable to pick up the book and find out for himself what is under the paper cover; but it also applies to displays inside the store where a bright, attractive binding might catch the eye of one who likes such things, from way across the store. It is certain that these outer covers often deter people from buying, unless it be a book whose title they are familiar with and which they are really anxious to read. On the other hand, if, by any chance, the outer cover is more attractive than the permanent binding—which very rarely, if ever, happens—by all means allow it to remain on the book at all times.

\* \* \*

A great many merchants run behind and eventually fail or give up business altogether, because in fixing prices on their

**Wreyford & Co.**

Romain Building, TORONTO

**Wholesale Men's Furnishings.**

SOLE SELLING AGENTS FOR

**DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,  
FLEECE SLIPPERS, and Other Specialties.**Dr. Jaeger's is still the "STANDARD UNDERWEAR of the WORLD."  
It maintains its excellence.

Favorable terms quoted to the trade in towns unrepresented.

The "Gradient" Cycle and Golf Hose.

The New Strap Legging—Stohwasser's License.

Dominion Agents for English Manufacturers:

**Young & Rochester****Shirts and Shirts for SPRING 1902.**Anderson's Zephyrs, French Prints, English  
Oxfords, Net Fabrics, Etc.**NECKWEAR FOR CHRISTMAS TRADE.****Tress & Co.**

HIGH-CLASS

**HATS and CAPS.**

Latest Season Shapes Received in September.

**Felts, Silks and Straws.**If not in Toronto write and arrange for our travellers  
to call.**SAY !**

Have you seen our

**Ladies' Wrappers****FOR FALL TRADE ?**

Their strong POINTS are :

**STYLE, FIT, WORKMANSHIP,  
EXCELLENCE OF MATERIAL.**

In a nutshell

**They are TRADE-WINNERS.**Nothing *CHEAP* about our line  
except *PRICE*.**30 Designs to choose from**

Made to sell at 75c. to \$5.00.

Trial Order Solicited

**THE CANADIAN WRAPPER MFG. CO.****411 St. James St., MONTREAL.****BROWN, GRAHAM & CO.,**Also Manchester  
and London.**37 Glassford St., GLASGOW.****SOFT GOODS SPECIALISTS.**

Handkerchiefs—In Royal Reds, Color Borders and White Lawns.

Mufflers—Printed and Woven.

Piece Goods—Prints, Lappet Muslins, and various odd lines.

Flags—(Cotton) Largest Range in Market at lowest rates.

**BUYERS WHEN OVER MIGHT FAVOR US WITH A CALL.**

REPRESENTATIVES IN CANADA:

**Montreal :** J. A. McCARILLE,  
1826 Notre Dame St.**Toronto :** R. FLAWS & SON,  
Manchester Bdg., Melinda St.



**BUSINESS MANAGEMENT—Continued.**

goods they do not carefully and accurately compute the costs of doing business. Many of them know in a general way about what percentage of their gross sales must go to cover the various costs of selling before they can realize any profit. But I believe the tendency is to underestimate such costs, and therefore they should be figured out as accurately as possible in every case. Perhaps if you have not been in the habit of getting at such things exactly, you would find the easiest way to arrive at a correct result by going back over your previous year's business and making a total of all expenses, such as rent, lighting and heating, insurance, interest, salaries, freights, repairs, etc., comparing this total with the gross amount of business done in order to get at just how much it costs you on the average to sell a dollar's worth of goods. Of course, there are other things to be taken into account, such as the deterioration in value of goods, fixtures, etc., and the profit and loss account. When you have gotten at these things accurately, you will know what your net profits are and about how much you must add to the cost of your goods as invoiced to you in order to cover the cost of selling and realize a satisfactory profit.

You may discover, in going over your business as I have suggested, that your gross expenses do not bear a proper relation to each other, and that if you were to continue on your present basis, you must either charge higher prices for your goods than competitors charge for similar goods, or run steadily behind, in either case soon reaching the end of your rope. If you are doing all the business you can you must find a way of reducing your expenses so that you can meet competition in prices and make a profit that will warrant your continuance in business. But if, on the other hand, it seems likely that by more aggressive methods, such as the introduction of special sales, a more liberal policy in business methods, wider advertising, etc., these are the things to do by all means. If you are not commanding your fair share of the business of your town, force it by such modern methods as I have mentioned, and do not hesitate to increase expenses in order to attain this end, even though you are now at a standstill or are running behind. The first thing the average merchant thinks of when he discovers a deficit is to slash expenses right and left without regard for the consequences. He cuts down his advertising, the number and efficiency of his selling force by discharging good help or by replacing it with cheap and inexperienced persons. He buys so sparingly as to frequently be out of things that he should always have in stock, and retrenches at every point. This is suicidal. In his attempts to place himself on a firmer business basis he weakens or destroys the foundation of that business instead of strengthening or building up. He not only puts his business in such a position that he cannot hope to increase it, but actually makes it impossible to hold the business he already has. There are many cases, to be sure, where retrenchment is necessary, but let it be done gradually and with judgment. The general who is fighting against what he feels to be a superior force does not retreat precipitately and to a great distance unless that force proves overwhelming and he is utterly routed. He goes back a little way at a time, seeking to hold all he can of the ground he has previously gained, strengthening his position at his most vulnerable points, and watching for a chance to regain lost ground and perhaps victory through a bold sally or a gradual advance. Business is war, and much the same tactics must be employed whether the battle be with the forces of expense or those of competition.

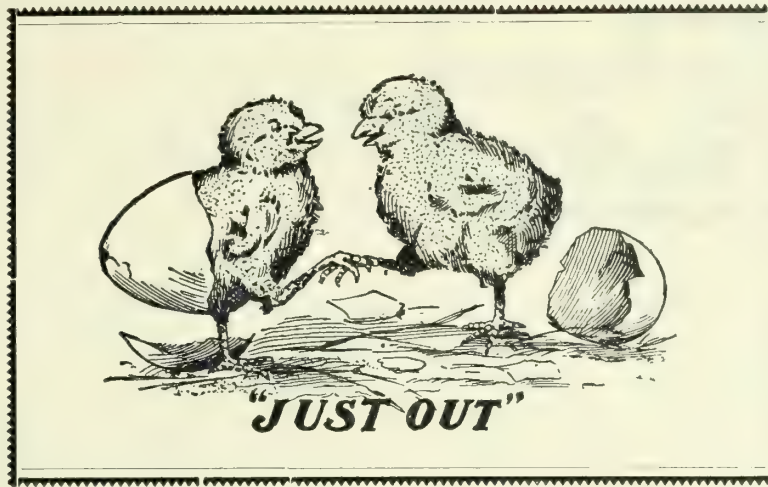
As a rule, it is not wise to buy here, there and everywhere. It is much better, and much more profitable in the end to form agreeable business relations with one or two representative houses in each line that seem disposed to treat you honestly and fairly in every case. If you do this and are fairly prompt pay, you will often be able to get price concessions and other valuable favors which you could not possibly secure if you were trading with a great many concerns and buying but little of each. If you follow the policy I have outlined above, many tempting prices will be quoted you in order to secure your trade, and it may be well enough sometimes to take advantage of such offers or to use such quotations, unless they are given in confidence, to secure lower prices from the house with which you deal regularly. While there is little or no sentiment in business, a house with which you have dealt for a long time is bound to show you some favors, not only as a matter of business courtesy, but in order to hold your trade for which it knows other concerns will bid. And then in the matter of extending credit; if the concern you patronize largely is asked for a little more time in which to meet payments, it will feel bound, in view of the fact that it has for a long time had the bulk of your trade and your prompt payments, to grant you such a favor or to accept notes in lieu of cash ordinarily required. There are many other ways in which a concern will incline to favor you if you have favored it continually with the greater part of your purchases in its line. Of course, there are some advantages in buying here, there and everywhere, but I believe that under ordinary conditions they are very greatly outweighed by the other policy, entirely aside from the saving which is effected in having fewer purchase accounts to watch and take care of.

**UNITED STATES TRAVELLERS INVADE ENGLAND.**

American travellers calling upon retailers have provided the latest sensation in the trade. It seems that there are quite a number of them, and for the past few weeks they have been assiduously canvassing the larger houses in London for orders for made-up goods, among which it is somewhat astonishing to learn that corsets are prominent, for the Autumn season and for next Spring. The latest manifestation of the "Yankee peril" appears to be viewed with complacency by our manufacturers, although I know that more than one at the present time are itching to get some of the goods into their hands to enable them to judge what there is in the development. Whatever may be said of the goods, it has to be acknowledged that the States turn out very successful commercials.—London Drapers' Record.

**PROGRESS OF THE STRAIGHT FRONT.**

I have several times referred to the straight-fronted corset which has been gradually coming in for a considerable time now, and it seems that the firm hold it has obtained in Paris (upon which subject I wrote last week) will probably have some important results on dress styles. The last costume skirts from the gay capital in "tailor-made" styles have a double-stitched seam down the centre of the front, the skirt being cut straight to the waistband in front—i.e., without any "shaping" at the top in front at all, so as to fit over the rigid busk of the corset. I have information from a reliable source that this departure will in all probability develop into "the thing." At the very least, it is certain that it is worth watching.—London Drapers' Record.



**O**UR buyer has just returned from Europe, and we would draw your attention to the following lines which will be of interest to you. He was in the different markets when novelties were being created, and his selection is good and varied and of the latest taste, viz.:

**Swiss Embroideries.**—He has secured a large range of cambric, muslin and nainsook edgings, insertions, all-overs and flouncings at the lowest prices. In these goods he has a special novelty to offer in edging insertion and flouncing, called the **Zurcher Embroidery**. It is a new idea, quite different from ordinary embroidery, beautiful floral designs and effective, at moderate prices.

**Laces.**—In laces, the range comprises Nottingham and French Valenciennes.

Silk edgings, insertions, galloons and all overs.

Bourbon edgings, insertions, galloons and all-overs.

**Spanish Fillet** white and ecru edgings, insertions, galloons and all overs.

Plauen Oriental and Guipure edgings, insertions, galloons and all-overs, in white, ecru, butter and black.

Net top edgings.

Repousse edgings, insertions, galloons and all overs.

**Art Galloons.**—Hand painted muslin in centre, with guipure edge.

Normandy Valenciennes in sets or matches.

French mohair and pure silk torchons.

We will be first in Canada to show the **Repousse** lace, which is a new make ; patterns beautiful and effective.

Applique flouncings for dresses, with edgings to match, made of fine mercerized chambrays in ecru and linen shades, with combinations of other pretty colors.

All-overs made of plain and embroidered silk, with lace combinations ; beautiful goods and suitable for blouses, etc.

Samples of these goods will be in the hands of our travellers end of September, and goods will be delivered to our customers first of December for Christmas trade.

We would ask you to look at our range of above goods before placing your order. We feel confident that they will interest you, and you will be able to secure some **Strict Novelties**.

We have now in stock a full range of white and butter galloons, **different widths, English and French Valenciennes edgings and insertions.**

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**S. GREENSHIELDS, SON & CO. - MONTREAL.**



# CARPETS, CURTAINS AND WALL PAPERS

## THE BRITISH CARPET MARKET.

THE condition of the English market in the carpet trade is somewhat exceptional. Trade is not active. The principal mills are not kept fully employed. They are taking what orders come in and making them up, but refrain from making stock. The difficulty in which manufacturers find themselves is that prices of raw material keep up while the demand for carpets is not good. A further element is the difficulty of keeping labor, some of the mills finding that their hands drift away when the mills are not running full time. Before the last advance of 1d. per lb. in the price of carpets many buyers placed heavy orders, and, to a certain extent, these stocks have not yet been worked off. No sign of lower prices is, however, observable, as the British carpet manufacturers are a very conservative body and do not either put up or cut prices without sufficient reason.

## THE OUTLOOK FOR SPRING

Canadian buyers of carpets are now returning from the other side, having placed Spring orders. Talking to one of these, T. H. Mitchell, of John Macdonald & Co., THE REVIEW learned that patterns for Spring show a tendency to change from the greens and reds to tans and browns and navy blues. Reds and greens continue strong, but the other colors are evidently coming up. There is also quite a feeling for light blue, but this is employed mainly in fancy carpets. The medium-sized designs continue to be the best sellers.

Another feature of the coming season is the probable demand for Indian designs. These have been in vogue for some time in high-priced rugs and piece goods, but next Spring Canadian dealers will have an opportunity of buying them in the medium-priced goods, which should sell well. These patterns are chiefly combinations of old red and royal blue colorings, copied largely from Oriental rugs. They have already sold well in the high-priced goods in Canada, and the outlook for moderate lines is excellent.

## LACE CURTAINS.

Last year, Messrs. Geo. H. Hees, Son & Co., in one order, imported more than 100,000 pairs of lace curtains, and having met with great success in the selling of these beautiful goods, they have this year placed orders with European manufacturers for even a larger quantity. It is a great convenience to dealers in lace curtains to have such an immense stock of these artistic goods right here in Canada to draw their supplies from; for, when they find which are the best selling patterns, they can duplicate their orders and get prompt delivery. Travellers are now on the road showing samples of lace curtains, and also full lines of upholstery goods, furniture coverings, window shades and many other goods that Messrs. Geo. H. Hees, Son & Co. manufacture.

## TRADE IN THE UNITED STATES.

Not much carpet business is expected at this time, says The New York Carpet Trade Review, first orders having been previously placed and duplicates not being looked for until about September 1, but it seems already certain that the Fall retail trade will open early and actively.

The wholesale trade in straw matting usually opens about September 1, but some buyers have already placed their orders, and it is probable that a very considerable amount of business will be done during the coming fortnight.

In the same period the Oriental rug trade is expected to show renewed activity, as many buyers reserve their purchases of these goods until about this time.

## NO. 20 ST. HELEN STREET, MONTREAL.

Since Messrs. Geo. H. Hees, Son & Co. have established a warehouse in Montreal, their customers in that vicinity have found it very convenient to get their supplies from their headquarters in that city. Messrs. Hees, Son & Co.'s business outgrew their old location at 43 St. Sacramento street, and they have now rented and fitted up that large and commodious warehouse at 20 St. Helen street, where their customers doing business in the vicinity of Montreal will find a very full and complete assortment of all the goods they manufacture and import.

## IMPROVED PREMISES AT BRANTFORD.

The establishment of M. E. Long & Co., Brantford, carpets and furniture, has been modernized and presents a most attractive appearance. The interior furnishings are handsome. Incandescent lights in lacquer-finished brackets are distributed through the building, giving excellent illumination at night. The ground floor is devoted to a splendid grade of furniture, mattresses and other furnishings. On the next floor is shown a fine line of bedsteads, hall racks, chairs, etc. The third floor is devoted to couches, chairs and carpets. Mr. Long intends making a specialty of carpets, as he is now representative of the The T. Eaton Co., Toronto, and sells carpets of every description at Toronto prices. Mr. Long's experience on the road during the last ten years has given him a chance to be in touch with the leading manufacturers.

## LAWSUIT OVER CARPET SAMPLES.

The Kidderminster, England, Shuttle, gives a report of the suit brought by Tomkinson & Adam, of that city, against a cabinetmaker and upholsterer in Cheshire. According to the testimony offered for the plaintiffs, in September, 1898, the defendant asked them to supply him with a few samples of carpets to show customers. He had never had any dealings with the plaintiffs, but they sent a parcel of patterns to him. No orders were received from him, and several letters were then written to him by the plaintiffs at different dates between April, 1899, and May, 1901, asking first for the return of certain samples and finally for all of them. None of these letters was answered by the defendant, nor were any of the samples returned until last June, after he had received a bill for them. Then they were sent back, but five of them were alleged to be completely spoiled, looking as if they had been used as door mats or bedsides. They were returned to the defendant and he was charged £1 10s. 9d. for them, which he refused to pay. Hence the suit. The defendant's answer was in substance that some of the samples were new and others were not; that



# CARPETS

In this space we could not adequately describe all the attractive features about our carpets. But this we can say: In handling our lines of carpets the dealer is in a position to satisfy the demand in his town for really attractive, durable Brussels at moderate prices. We unhesitatingly maintain that your customers cannot get better value for their money. Of course you can do without our line, *but you lose money by doing so.*

**SEND FOR SAMPLES**

**DOMINION CARPET CO., Limited, Sherbrooke, Que.**

## W. TAYLOR BAILEY



Upholstery Supplies,  
Drapery Fabrics and  
Brass Goods,

MANUFACTURER OF . . . .

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all AI goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

**27 & 29** Victoria Square, **Montreal.**



# THE GAULT BROTHERS CO., LIMITED

MONTREAL.

WINNIPEG.

VANCOUVER.

## THIS IS ADDRESSED TO YOU.

IF YOU ARE AFTER UNEQUALLED VALUES IN CARPETS, OIL CLOTHS, RUGS, AND MATS, YOU SHOULD SEE OUR SAMPLES FOR SPRING, 1902, NOW IN THE HANDS OF OUR TRAVELLERS. PROSPECTIVE BUYERS CANNOT AFFORD TO OVERLOOK OUR LINES. YOU WILL BE ENTIRELY PLEASED WITH THEM. OUR ASSORTMENT IS REplete WITH THE LATEST DESIGNS AND COLORINGS. THE CAREFUL, SHREWD BUYER WILL APPRECIATE OUR OFFERINGS, WHICH ARE AS FOLLOWS :

Hemp Carpets.

Tapestry Carpets.

Wilton Carpets.

Brussels Carpets.

Axminster Carpets.

Floor Oil Cloths.

Stair Oil Cloths.

Passage Oil Cloths.

Cork Carpets.

Linoleums.

Inlaid Linoleums.

Hemp Squares.

Tapestry Squares.

Brussels Squares.

Union Squares.

Velvet Squares.

Axminster Squares.

Wool Squares.

Rugs.

— IN EVERY USEFUL SIZE —

Mats.

We handle more confined patterns in Tapestry Carpets than any other house in the Dominion.

# THE GAULT BROTHERS CO., LIMITED

MONTREAL.

WINNIPEG.

VANCOUVER.

Sole Agents in Canada for Fownes' Gloves.

*The***WATSON FOSTER CO.**

LIMITED

**MONTREAL****SILVER MEDAL  
PARIS 1900  
CHICAGO 1893****WALL PAPERS****WHAT IS IT  
THAT MAKES**

WATSON-FOSTER WALL PAPERS PRE-EMI-  
NENTLY IN FAVOR WITH ALL DEALERS?  
SIMPLY BECAUSE EXPERIENCE PROVES THAT,  
BEING EFFECTIVELY COLORED AND SHOWN  
IN PATTERN RANGE EXCEEDING ALL OTHERS,  
THEY HAVE MADE . . . . .

**MONEY**

FOR, AND LARGELY DEVELOPED THE BUSI-  
NESS OF EVERY DEALER WHO HAS FREELY  
STOCKED THEM.

GIVE US THE OPPORTUNITY  
TO EXPAND YOUR TRADE

**IN 1902**



**CARPETS AND CURTAINS—Continued.**

he had taken reasonable care of them, and that they were practically in as good condition as they were when they were received by him.

The trial resulted in a verdict for the plaintiffs for the amount of 20s. The case is of some interest as showing the extremely accommodating ways of English manufacturers. In this country retail dealers who borrow samples are expected to return them in four or six weeks at the latest, and retailers rarely ask such favors of manufacturers with whom they have had no previous dealings. Wholesalers who do a cut order business do not lend samples, but sell them outright.—*New York Carpet Trade Review.*

**A LOOK AT SPRING GOODS.**

THE REVIEW has had the pleasure of a look through some of the ranges bought for Spring by Canadian importers, and has been able to see the patterns with which retailers will do business next Spring.

There will be more novelties shown than for several seasons, as the mills have had time to devote to new ideas, having got over the rush of the past two or three years. We notice several new novelties in combination of colorings, while the tinted work is very fine. Buyers say that there is a decided tendency toward rugs, and while as yet they have not affected the sale of piece carpets, it is feared that there will soon be encroachments.

The colorings have not materially changed. There is, perhaps, a fondness shown for lighter effects, but greens, crimsons and blues are still very popular. The prices in all lines are about the same, although the oilcloth market is very firm and there is talk of an advance.

One new feature in linoleums is the floral designs that have been introduced. There is no doubt but that they will serve to popularize this line of floor coverings. The patent for the imitation of these carpet designs has only been taken out this season.

**PASSING NOTES FOR BUYERS.**

The samples of Nottingham, Swiss and sash nets are now being prepared; in the latter frills seem to be more than holding their own and are now made in wider widths up to 50 inches.

A couple of job lots have just been opened in this department; one is 50 or 60 cases of job flannellette blankets and another a line of 40-inch tapestry curtains in six colors. A special shipment just received is their 16-4 floor cloths and linoleums in new patterns.

Mr. Haas, of Messrs. Geo. H. Hees, Son & Co., has been in Europe for some time past buying fine grades of upholstery goods, furniture coverings, draperies, laces and many other standard goods in this line. These goods are now arriving, and our readers who are interested in such goods will find it greatly to their interest to see these new offerings of Messrs. Geo. H. Hees, Son & Co.

That linoleum is the best possible floor covering for the nursery is becoming pretty generally realized. It is best when it does not quite reach the walls, about a foot of the naked boards being left, which should be stained or polished. In this way there is not the slightest crevice for dust to collect. A few cheerful rugs spread over the room will serve to relieve the monotony.

In about a month, S. Greenshields, Son & Co. will have their Spring samples of carpets and housefurnishings on the

road and they claim it will be the most complete range they have ever shown. They will have an extra strong showing of Chinese and Japanese mattings, which will be sent out at the same time. An extra good value will be one very special line of medium-priced cotton warp matting.

In some quarters, says *The American Carpet Journal*, it was predicted that British manufacturers would follow their contemporaries in the matter of reducing prices on velvets and tapestries, and while prices on some of the raw materials are certainly lower, the cost of production has increased in other directions. At a recent meeting of the Carpet Manufacturers' Association it was unanimously voted that the price-lists of all grades of carpeting should remain the same.

The Gault Brothers Co., Limited, have opened out their Fall goods and the assortment is complete in every line. They would draw attention to their stock of 8 4 and 16-4 linoleums and English floor oilcloths, which have been scarce for some time. Any houses wishing samples of crimson carpets for use during the Royal visit can be supplied on application. Their range of Spring carpets, of which samples will be on the road in a week or two, shows careful judgment, good taste and close buying. It includes both staples and novelties.

This season some striking new things in low and medium priced linoleums are being shown the trade. They are ideas from inlaid, and promise to be a feature in the market, as the grounds are so well covered that the effect of inlaid is got. John Macdonald & Co. also state that after three years' experience in quilts they have now got an English made article which they believe is better value than the American and Canadian makes of the same order. A clearing lot of 2,000 table covers are being sold at the same popular price, and as good value as the last special line which were 25 per cent. less than anything previously shown.

**A HAPPY AND SUCCESSFUL OUTING.**

The factory employes of S. F. McKinnon & Co., Limited, held their annual picnic to Niagara Falls on a recent Saturday and had a most enjoyable outing. The energetic committee who so successfully managed the excursion was composed of the heads of the different departments, as follows: Mr. Mark Thrush, chairman; Mr. Geo. Wylie, Miss O'Leary and Miss Stinson. The company, with their usual liberality, entertained the employes to luncheon, which was much appreciated and enjoyed by all. There are over 200 hands employed in their factories. This important and flourishing branch of their immense business has developed wonderfully of late years. Their productions are of a high class, and their garments are well and favorably known from the Atlantic to the Pacific Coast. The company are noted as being a live, up-to-date concern, and that is what counts in these days of keen competition when expert buyers and live experienced travellers and salesmen are required in every department.

A visitor to Canada last month was Mr. A. E. Crisfield, representing the noted firm of Th. Michau & Co., 19 Old Change, London, and Paris. Mr. Crisfield, who visits Canada each year for the firm, reports a more successful trip than usual and a bigger volume of business. Another visitor was Mr. J. Davidson, representing Wm. Clark & Co., Upperlands, Ireland, of which J. Sproule Smith, Toronto, is the resident Canadian representative.



To \_\_\_\_\_  
**Country Merchants**  
 in...  
**Manitoba and Northwest**

**BANFIELD'S CARPET STORE,**  
**WINNIPEG,**

Can save you money.  
 Don't carry carpet stock—  
 Send to Banfield's for samples.

Every class of Carpets always carried in stock.  
 Good discount allowed.  
 Samples sent.

*Carpets Sewed Free of Charge.*

**Linoleums and Oil Cloths,**  
 About 500 Pieces in Stock.

**SPECIALTIES:**

4 yards wide, and Inlaid Goods and  
 Cork Carpets.

We want your trade. Write us when you have an  
 order in view—it will pay you.

**Banfield Carpet Store,**  
**WINNIPEG.**



Banfield Carpet Room, 110 feet long, 23 feet 6 inches high.  
 Shows 1,020 Rolls of Carpets in stock

THE  
**Guelph Carpet Mills Co., Limited**  
 GUELPH, ONT.

MANUFACTURE THE BEST AND MOST UP-TO-DATE LINES OF

**BRUSSELS                      WILTONS                      INGRAINS.**

Our products, in extent of assortment, beauty of styles and values, will interest you. We aim to make the best in the market at the most moderate prices. We feel sure that the most critical and conservative buyers will find in our lines many features that surpass anything ever shown.

ALL ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION.

SEND FOR SAMPLES

THEY TELL THE STORY.

**GUELPH CARPET MILLS CO., Limited**  
 GUELPH, ONT.



# Salem Waists

In French Flannel, Cashmere & Silks for immediate delivery are up to the moment. Black Satteen waists will receive special attention from us.

Samples forwarded if desired  
Stewart Allan & Le Maistre  
Montreal

N.B. new shirts for September delivery

## PERRIN'S GLOVES

Are  
the  
best



For  
Fit,  
Finish,  
Durability.

Our Fall Stock is now in. It comprises Ladies' and Men's dressed and undressed kid, in the newest shades and styles. Our lines of Men's Gloves are very popular. Send in your orders, they will be attended to carefully.

**PERRIN FRERES & CIE,**

5 Victoria Square, MONTREAL.

Sole Agents for . . .  
RAGUET'S UNDERWEAR.



**M**EN'S furnishers have had little to complain of this Summer. A tardy opening-up of the season's trade gave rise to many gloomy prophesies, which have all, fortunately, been refuted; and if the coming Fall and Winter business is equally good, the year of 1901 will be a record one.

\* \*

In some ways this Summer-season is marking a change in furnishings as far as the Canadian trade goes. Heretofore most dealers have shunned the flashy colors and designs in underwear, hosiery, and some other lines; but the close of this Summer sees the windows of the furnishing stores decorated with the loudest of colors in these goods. Loud colors usually come from the United States, when men's garments are considered, and the gaudy half-hose that are being worn so much more than usual are an American fashion. At least, they are more American than English. London gentlemen go in for the more modest colors and patterns, as we have always done ourselves before this Summer.

\* \*

It is to be hoped that a return to quieter effects in these goods will soon be in order. The only advantage to the dealer these loud styles bring is that some startling window displays can be made with them.

\* \*

A large Canadian manufacturer of men's wear told me a short time ago that the average Canadian wanted the loudest colors he could get. Nothing was too gaudy. I don't believe this. But it is apparent that, excepting the very high-class trade, the public taste is running greatly on bright colors.

\* \*

Some half-hose in vivid scarlet is now being sold that would not have been looked at last season, even were it the fashion then. The first part of the Summer season's trade was almost altogether on the less pronounced designs, with a tendency to brighter colors. The end of the season leaves these modest designs in the background. Some dealers believe that next Summer's trade will be altogether on the loud goods. If we follow the fashions of the United States as closely as we have this season, there is little doubt about it. Perhaps English styles will be more in favor then. It is to be hoped so. But the American trade is becoming more and

more independent of London styles, and we naturally follow the lead—not of that which suits us best, but of the nearest market.

\* \*

The outlook for the Fall trade is most promising. The lateness of the Summer season helped to clear out the Winter and Spring goods in good shape, and most dealers can replenish their stocks all round with new goods. Some new things in underwear and soft shirts are expected to take well, and a change of favorites in overcoatings and other heavy garments will doubtless result in financial good to the men's furnisher.

\* \*

## Neckwear.

**T**HE feature of the neckwear trade is the variety of colors shown and sold. From the lightest to the darkest shades may be seen in all dealers' windows, except in those doing the exclusively high-class trade. They cannot handle such goods, but stick to the modest styles of London, in greys, dark reds, dark blues and blacks, plain or with small figures or stripes.

But the dealer who does business with the average man need have no fear that his colors will not take for the rest of the warm weather, for all colors take, and no design seems to be neglected.

Reds are, as usual, when Fall approaches, showing more than during the Summer season. Red is likely to be a good color all round this season. Here and there some flaring bright shade may be seen, but, on the whole, the tones are subdued and attractive. Dark red satin derbies are one of the best sellers for both the ordinary and high-class trade; and they should be, as nothing is neater or has a more dressy appearance.

These derbies are all small. Cravats in general seem to have a tendency toward larger shapes, but there are no large derbies, nor is it likely that a larger one will make its appearance.

Blue and white ties in polka-dot effects are seen almost more than ever, which is saying much. They are in foulard and satin, and comprise all shapes, bows, derbies, puffs, and even a flowing end or two may be seen here and there in the



**MEN'S FURNISHINGS—Continued.**

window of some dealer who doesn't know that they have gone out, and have not much chance of coming in again.

Some retailers make whole window displays of these blue and white ties. A large stock can be kept on hand, and such a display is a good one.

Many greys are being worn. Those in the smallest checks are liked best. Some with a faint blue or red-thread stripe running diagonally through them are very pretty and will sell to one's most fastidious customers. They are as correct as can be, too, being an English style, and a pleasing relief from American designs.

They are shown mostly in small designs, though there are also a good number of bows.

Black silk ties are being much worn in derby shape. Wide-awake dealers are careful to display them properly. A dealer said to me: "Mix up your black ties with others in colors and you'll find a very small sale for them. But show them alone, in a special display, or arranged in combination with a collar and shirt, and they'll be taken very quickly."

Which is doubtless true, as the neat, dressy effect produced by a black derby is entirely lost when it is jumbled up with other ties of all colors and shapes.

A leading dealer gave himself a surprise in this way the other day when he made a special display of collars, white shirts and black derbies, arranging them in a neat combination on stands in three tiers. He not only sold all the ties, but many of the collars and shirts as well.

Black derbies will be good this Winter. One or two jobbers are showing to the trade some black ties with small silk-thread stripes in red, blue and self-colors. These are English styles, and, when made up with Ascots, look well and should be good property.

Siripes are small and run diagonally. Figures, stripes and (outside of blue and white ties) a few spots are good for Fall. Checks do not seem to be much in favor, unless they are so small as to be hardly noticeable. Some Scotch plaid designs are being shown in bows and derbies, but not with a great deal of success, I think.

On the whole, however, with really good dressers, plain colors appear to be most popular in all ties except bows. In bows, some small black and white checks, with now and then just a suggestion of some brighter color, are liked best.

The King Edward or Windsor bow has already made its exit. One or two dealers still show it, but nobody wears it. This bow was a great success for a very short time. Manufacturers of it don't think it will come in again, though doubtless it will be pushed hard next Summer, as it was late when the bow made its appearance this season.

Everybody says that puffs will be the leading form of neckwear for late Fall and Winter. As there is no other style in the way, this will probably be true.

\* \*

## Collars and Shirts.

THOSE dealers who do the highest class trade in men's furnishings are commencing to show wing collars in their windows, and in this trade they are looked upon with favor, but as yet there have been very few sold. In such stores are the only places that this much-pushed style is seen. Other men's furnishers, those who sell to everybody, continue to show the high turn-down collar and the straight standing collar, and they are asked for nothing else by those who are at all particular about their dress.

Many collar manufacturers persist in advertising the wing style as the "only correct shape for Fall and Winter." No

doubt they are right, and the high-class trade will in all probability run on this line, for that follows the London fashions, independent of the United States, and in London the wing collar is rapidly coming to the front. The wings are smaller than when this collar was in vogue before, and fashion authorities in the Old Country insist that nothing but square points will be good.

With this collar the correct style in London, the best dressers in this country will certainly adopt it also; and it is pretty sure to make its appearance at the first touch of cold weather.

It is likely to take longer, however, for the ordinary trade to go from the high turn-down style to the wing collar. It will follow in time, but when the average man is well stocked with a certain style of collar, he is going to wear them as long as possible before investing in anything else, especially in an old style changed slightly so as not to be wholly the same. How long it will be before the great bulk of the trade takes up the wing collar no one can say.

There probably never was a collar which has caused so much trouble or so many changes in the neckwear trade as the high turn-down style. When first brought out, a few years ago, it was a dismal failure, and nobody would wear it. Then it was altered time and again until the present shape was reached, and it is now as comfortable as any other style. But it must have a certain kind of tie to go with it, the smaller the better, and half a dozen men have made money inventing some small device to help bolster up this style. The button-hole tie, steel shield, butterfly, batwing and Windsor bow were all called into existence by the high turn-down collar, and that most of them were needed to make it a complete success is evidence that in itself it is a poor affair. But a loving public stuck to it closer than a brother, with confidence that there would finally come a time when everything would be right and there would be nothing against the collar except the trouble of putting it on and taking it off. Even this has been partly overcome by the new double buttonholes, so that there is practically no fault to be found with it now. And when, just as it has been put into shape, the collar-makers want people to wear a revival of a very old style, it is little wonder if many refuse.

Straight standing collars are, as always, in fair demand. One can always fall back on this style when in doubt as to the success or failure of others. Square corners are, perhaps, the best.

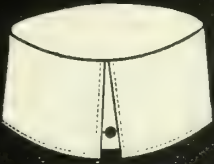
In cuffs, both square and round corners are worn. The preference is, if anywhere, with the latter, though I believe the correct English style is the square corners.

The "collar protector" is a new device brought out by an American house. It is intended to be worn over the collar in cold weather, to prevent it from being soiled by the overcoat. It is made in silk and other fabrics, and has two or three patent clasps in front so as to fit any size of collar. This is the kind of thing that usually has a very limited sale.

The demand for soft shirts has been a record one this season. It extended to all designs and colors, and particularly to bloods and blues. There are still a great many being sold, and the trade will probably keep up till the end of the warm weather.

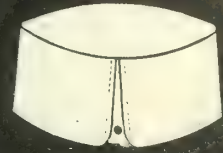
For late Fall and Winter wear jobbers are showing soft shirts in heavier goods, which should take well. The same designs as in the Summer goods will be adhered to largely, but the colors will be a trifle less pronounced. There is an increase in the demand for soft shirts over any previous year, and the tendency is to continue the wear through the Winter.

Stiff front colored shirts have not been in as great popularity as usual, due, no doubt, to the demand for soft shirts, and to the ever-growing determination of the public to regard comfort in hot weather rather than appearances. Those that

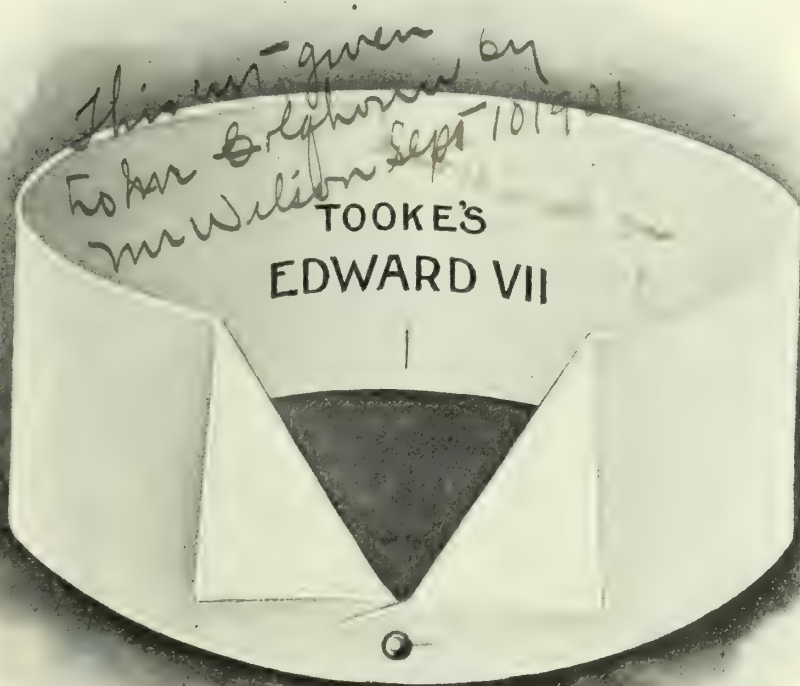
**TOOKE'S  
ONYX**

Band 2 in.  
" 2 1/4 in.

Do you want to see your collar sales jump? Keep TOOKE'S standard styles and prices—consult catalogue. The demand for the past four months taxed their experienced staff to the utmost. Stock is again perfectly assorted. Orders can be shipped practically on receipt.

**TOOKE'S  
KELWIN**

Band 2 in.  
" 2 1/4 in.  
" 2 1/2 in.



TOOKE'S  
EDWARD VII

**TOOKE'S  
DURBAN**

2 1/4 in 2 1/2 in.  
2 3/4 in.

KEEP

"Edward VII."  
"Dewey," "Royal,"  
"Thames," "Ailsa,"  
"Windsor," "Hypathia,"  
"Hilo," "Delco,"  
"Colonial," "Otter,"  
"Lincoln," "Glencoe,"  
"Vardon," "Onyx,"  
"Kelwin," "Durban," etc.,  
and you will control the  
trade in your town.

**TOOKE'S  
ROYAL**

2 1/4 in. 2 1/2 in.  
2 3/4 in.





# TOOKE'S

"COURT SHIRT"

FOR EVENING WEAR.

**E. & S. CURRIE.**

MANUFACTURERS  
OF

NOTHING  
BUT

**NECKTIES**

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST.  
**TORONTO,**  
ONT.

**THERE'S A DIFFERENCE  
IN GLOVES.**



**SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE  
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND  
DURABILITY.

THEY NEVER DISAPPOINT.

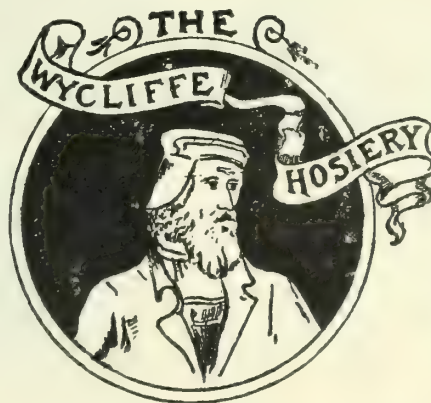
We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

**W. H. STOREY & SON**  
THE GLOVERS OF CANADA.  
**ACTON, ONT.**

# WYCLIFFE

**Pure Wool  
Underwear**

For Ladies  
and Gentlemen.



**WILL  
NOT  
SHRINK**

**Greenwood & Moulds,**

Hosiery Manufacturers

— **LEICESTER**

and at 59 Gresham Street, LONDON.

REPRESENTATIVES IN CANADA :

**MESSRS. PRIME & RANKIN**

—

**TORONTO.**



**MEN'S FURNISHINGS—Continued.**

sold were nearly all in plain black or blue stripes on white ground.

With the arrival of cold weather, however, stiff shirts will take a turn for the better and doubtless outstrip the soft shirts.

There is nothing radically new in the stiff front colored shirts that are to be worn this Winter. Ox-blood and wider stripes in blues will probably have the call. Almost all the sales will be on striped goods. Anything apart from this must be in extremely small checks. Checks that are large enough to be seen are not taken.

It is a question whether pleated shirts will go well during the late Fall and Winter. Not many believe they will, though a few more or less well-posted persons declare them to be very good.

All colored shirts are increasing in sales continually, and those who wear them are growing in numbers all the time. The coming Fall and Winter are likely to be by a good deal the best yet in colored shirts.

On the whole, the men's shirt waist received little encouragement from the Canadian public. Here and there could be seen one, and, according to some retailers, many more were being worn under coats, like an ordinary negligee. But it was by no means a success, and the best authorities agree that the chance of its having a greater popularity next Summer is very poor. Certainly the very best dressers will not wear it, at least not without a coat.

Worn with a coat, the shirt waist has a much better chance of success than in the way it was originally intended to be worn. Careful dressers won't walk the streets without a coat, no matter what may be offered in its place. But worn as an ordinary negligee shirt the shirt waist has some advantages. The absence of a shirt of any kind makes it a cooler garment for Summer wear, and if it were made the same as other shirts, without larger sleeves or pleated and full backs, it should be a greater favorite than any other Summer shirt. Unless something of this kind is done, there will be as few worn next season as this.

\* \*

**Underwear.**

THE sales on the very lightest weight underwear have eased up for the season, but balbriggans are still moving freely. Most of those who must buy underwear now are taking medium weights, suitable for early Fall.

Fleece-lined, it was thought by some dealers, would not be in as good demand this year, but there is no sign of its dropping off at all. On the contrary, one or two jobbers are experiencing an increased demand for this class of underwear. Natural wool goods are, as always, in good favor,

The demand for fancy stripes in heavy underwear is noticeably increasing, and this Winter's sales will be greater in this line of goods than they ever have been before. The colors are largely the same as those used in the lighter underwear. Perhaps, in some cases, there is a greater combination of colors, but as a rule the colors are less pronounced, if anything, than in the Summer goods.

In the best trade the plain goods will probably be the leaders. If fancy goods are taken, it will be in the modest designs. A line of black goods, with white figures is being put on the market, but black is a poor selling color in underwear. A few can be sold, but dealers would miss nothing by avoiding this line.

There is an increased demand in England and cities of the United States for armless undershirts and knee drawers. This has been felt in the Summer goods trade to a considerable

extent. For boating and outdoor sports they have been found more suitable than the other undersuits, and there is said to be a tendency to wear them altogether in warm weather. These garments may be a feature of next Summer's trade here.

Dealers would be wise in pushing the sales of such underwear for outdoor exercise. It would be a new source of revenue, and would not likely displace a great deal of the usual light underwear, as those who bought it would wear it almost solely for sports, and want the regulation garments at all other times.

Fish-net underwear has been good during the past season. The makers of the linen mesh underwear have been very successful. A curious method of keeping out cheap imitations of their goods is to make imitations of them themselves, which they are now doing and advertising.

A fair amount of high-class goods were disposed of this season—more than usual—and prospects are that the Fall trade will run on a better class of goods than has been the case. Some light blue shades in cashmere and silk goods are well liked in the more expensive trade.

Many dealers are selling balbriggans at reduced prices.

\* \*

**Dealers and Their Stores.**

Mr. S. A. de Lorimier is the veteran men's furnisher in the oldest section of Montreal, having served behind the counter at his store on Notre Dame street, near the cathedral of the same name, since 1865. But he is by no means an old man yet, and certainly his bright store and the reputation he holds for having a bright, up-to-date stock of Canadian, English and



Mr. S. A. de Lorimier.

American manufactures is proof that he knows how to keep in touch with the latest changes.

Mr. de Lorimier was born at Caughanawaga, near Montreal, and in 1865 he entered the employ of Geo. Kemp & Co., whose business he took over in 1888. There he has gathered together a very important trade, having customers who come to him from all parts of the city. He has several outside

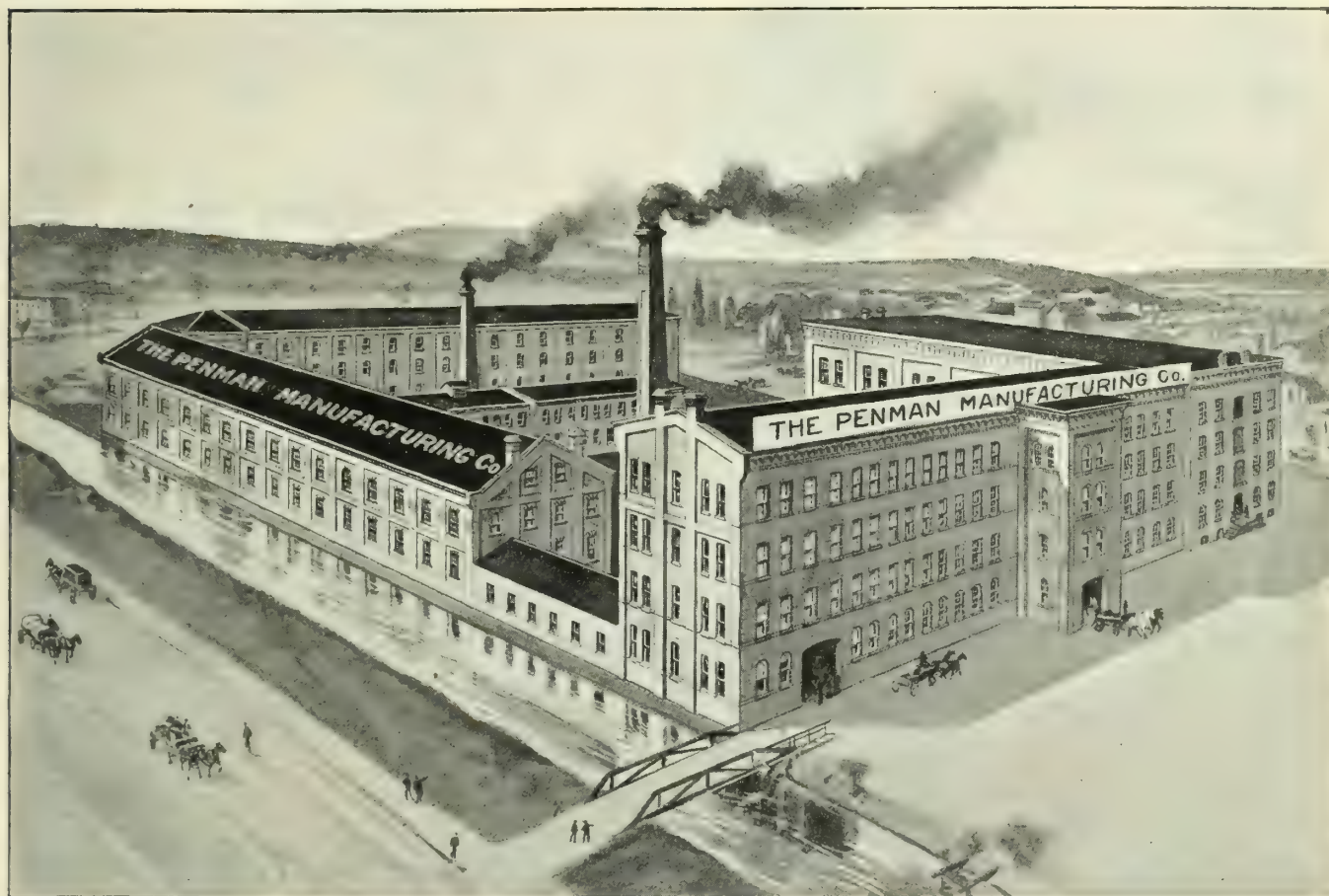
# The Penman Mfg. Co., Limited

HEAD OFFICE at PARIS, ONTARIO, CANADA.

Mills at Paris, Ont., Thorold, Ont., Port Dover, Ont., and Coaticook, Que.

Manufacturers of all kinds of Knit Underwear, Ladies' Seamless Hose, Men's Half-Hose, Sweaters, Top Shirts and other Specialties.

**THIS IS OUR MILL NO. 2.** The output of this mill is confined exclusively to **FLAT-KNIT** underwear.



**ALL SIZES** and many qualities and styles in **SHIRTS, DRAWERS, COMBINATION SUITS AND NIGHT ROBES**, for **LADIES, MEN** and **CHILDREN**. **ALL WOOL, COTTON AND WOOL, SILK AND WOOL, SILK AND COTTON** and **ALL COTTON**. Great variety in patterns and coloring. From coarsest to finest gauges. **PLAIN, STRIPED** and **FANCY KNIT**.

**SPECIAL MENTION—FINE NATURAL WOOL UNDERWEAR**—No dye or other coloring matter used in this line—**PURE, SOFT** and **DELIGHTFUL TO WEAR**. In several weights and all sizes.

**FINE BALBRIGGANS** for **SUMMER WEAR**—Many qualities and styles—Fashionable patterns and beautiful colors—Examine the perfect fabric in these goods.

**SWEATERS—MEN'S** and **BOYS'**—Great range in quality, weight and pattern. **PLAIN** and **STRIPED**.

Ask to see our lines of Unshrinkable Shirts and Drawers.  
They are sold with our guarantee.

**NOTE**—Each one of our mills devoted to a **PARTICULAR KIND OF KNIT UNDERWEAR**. The **WHOLE TIME** of our experts given to their **OWN PARTICULAR WORK**. **OUR GOODS SHOW THE RESULT IN PERFECT KNITTING, FINISH** and **STYLE**.

**WRITE OUR AGENTS** for samples and prices. **OUR GOODS** are **LEADERS**.

Our Sole Representatives:

**D. Morrice, Sons & Co.,**

MONTREAL, QUE.  
TORONTO, ONTARIO, CANADA.



# The Beaver Rubber Clothing Co., Limited

1851½ Notre Dame Street, MONTREAL

Manufacturers of

LADIES' and  
GENTS'  
WATERPROOFS.

Please write for samples and  
price list if our traveller has not  
called upon you.

The Beaver Rubber  
Clothing Co.,  
Limited  
MONTREAL.



# The Galt Knitting Co., Limited

GALT, ONT.

## TIGER BRAND



TIGER BRAND

Samples for Fall 1901 now in  
our several agents hands.

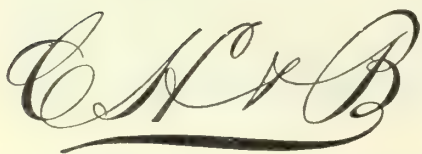


Underwear  
Eiderdown Specialties  
Shoe Linings

# Caulfeild, Henderson & Burns

17 and 19 Front Street West

TORONTO.



## SORTING TRADE.

Our travellers are now out with a full and complete range for Sorting, of which prompt delivery can be made.

**SPECIAL**—Just received, a large shipment of English Rain proof Cloth Coats—the newest style and best line at the price in the trade.

## NECKWEAR

“INVADER” BOW.

The Latest Novelty.

Large selection of patterns to choose from.

The Reversible Derby.

Made in Roman Stripe effects in Ottoman Cord Silk and Satin Stripes. The very newest thing in the market. Selling rapidly, order at once for early delivery.

LETTER ORDERS CAREFULLY AND PROMPTLY ATTENDED TO.





**MEN'S FURNISHINGS—Continued.**

interests, chief of which is the lumber business, being president of the Northern Lumber Co., with mills at St. Fausten, Me.

Mr. de Lorimier is one of the most approachable and pleasant men one can hope to meet, and he carries his genial bearing behind the counter. He is moreover possessed of a fund of stories and experiences of early days in the business that are truly charming. One evidence of the esteem in which he is held is his elevation to the presidency of the Notre Dame section of the St. Jean Baptiste Society.

One feature of Mr. de Lorimier's stock is the full range of the large sizes of shirts and collars. He has acquired a wide reputation for having collars up to size 20 and shirts to 64 chest measure, and doubtless he sells more of these large sizes than all the other Montreal stores together. He finds it a nice trade and profitable.

\* \*

**Hosiery.**

THERE is still a good demand for all kinds of fancy hosiery. Many of us have prided ourselves on the supposed fact that the Canadian trade, if it was at all favorable to fancy colored hosiery, would accept only those styles that were of modest colors and neat designs, ignoring the flashy specimens that were so popular in the United States; but the past Summer has been a season of comparative loudness in hosiery, as well as in other garments, that has been a surprise to many dealers.

Colored goods have been on the increase in the Canadian trade for two or three seasons, but until the past Summer nothing extravagant was worn. Now, almost every imaginable design is being taken, and "the latest" in hosiery, as marked in nearly every city furnisher's window, is a creation in vivid scarlet that, for loudness, simply can't be beaten. Scarlet hose are enjoying a popularity (brief, let us hope) among both men and women at present, and as this color is about the limit, possibly a return to the less pronounced styles will be in order later on in the season.

The high-class trade has made no change from the quiet, neat effects which were the leaders last year and in the first part of the past season. Many of these are London styles, and all are much better suited for the nicest trade than the others. It is not likely that there will be any change in this trade.

Fancy hosiery is to have a good run this coming Fall and Winter. It is being shown in heavier goods, suitable for the cold weather. The colors are not so bright and the designs contain much more black ground. Plain black cashmeres, though, will still hold the first place.

\* \*

**Umbrellas and Canes.**

THE Paris correspondent of a trade contemporary writes: "For gentlemen's umbrellas heads of eagles, falcons and other birds of prey are used, with colored stones for eyes. Oxydized silver handles promise to find favor this Winter. Like the handles in gun metal, they are often somewhat fanciful in shape. Here, for instance, is one composed of the bodies of three cranes, to which the three pairs of legs form a column resting on a little chased foundation.

"But for one umbrella with a handle of such design, hundreds will be sold of less original pattern. Especially for men's umbrellas, the hooked or crook handle will maintain its supremacy, and a goodly proportion of the ladies' umbrellas, too, have handles of this pattern. There are two kinds of hooks, those which have the top portion standing out at a right angle from the stick, and those in which the straight top

is joined to the stick by a curve. Sometimes the top piece in the latter case slants more or less downward or curves slightly on one side. For everyday wear the simple stick bent into a crook, ending in natural knot or root, will be more used than any. The latest importations from London are made so, or with hooked handles formed of a piece of horn, some white or ivory, with a portion of the outer surface of the horn left on. These latter are extremely massive handles, and would serve as an admirable weapon of defense on occasion.

"Light bamboos and capriciously marked wooden sticks have had their run. Fashion now favors dark sticks, and the latest novelty in gentlemen's canes is of highly polished whalebone, curved into a big hook tipped with a cap of polished pale yellow gold. For plating generally, however, deep yellow gold and gilding is preferred, either polished or frosted. There is rather a fancy for handles of hook forms wrought in spiral grooves, the same width all along or thickening towards the extremity. Ladies' umbrellas and canes are also made with handles of this sort."

\* \*

**Seen in Dealers' Windows.**

Men's fleeced bathroom slippers (Alberts), \$1.50 per pair.

Men's felt-bottom slippers (Alberts), \$1.25 per pair.

All-wool tropical gauze underwear, \$2.25 per suit.

Madras striped negligé shirts, 75c. each.

Men's shirt waists, \$1.25 each.

White duck pants, 90c. per pair.

Boys' black heavy all-wool ribbed hose, 15c. per pair.

Men's new fancy half-hose, 25c. per pair, or 5 pairs for \$1.

\* \*

**Notes for Live Dealers.**

THE popular yoke-back rain coats, principally in greys and olives, are going to be good this Fall. A good number of orders are being placed by out-of-town dealers for the black waterproof coats with capes. Waterproof covert coats will be shown to the trade in dark brown shades, somewhat darker than usual. They look well.

The automatic spring umbrella, which opens so easily, is apparently quite satisfactory, and, though it has not yet stood the test of a wide public use, there is little doubt as to its merit.

There is nothing new in the glove line. Tans of two or three shades will probably be most worn. Greys are in correct style, and sell fairly well, but they do not appeal to the average customer, like the tan variety.

The "Pan-American" suspenders are taking well. These are stamped in black or blue on white grounds, with figures of a buffalo's head, British and American flags crossed, etc., alternately. They retail for 25c.

Leather belts with the braided effect were not long in becoming popular. Their attractive appearance and good workmanship accounted for it. Patent leather belts are not in great demand, and greys have not been as good as tans or the braided variety.

Men's sweaters are commencing to move more rapidly for the Fall trade. Reds and blacks, in plain colors, will probably have the lead. In boys' sweaters there are a number of combinations in fancy stripes that should take well.

Stocks have dropped off a good deal in sales. They will be worn more than ever next season, and dealers may look for some extra fancy designs. Whether the trade will remain on the present light colors, like pink and white, white or light

# Dominion Suspender Co

## Niagara Falls

Makers of **Trade D Mark** Suspenders  
Guaranteed

# Niagara Neckwear Co Limited

## Niagara Falls

Makers of American Styles  
Of Neckwear

## THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

### MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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**WESTERN** Incorporated 1851  
... **ASSURANCE COMPANY.**

FIRE  
AND  
MARINE

Head Office  
Toronto,  
Ont.

|                      |                |
|----------------------|----------------|
| Capital Subscribed - | \$2,000,000.00 |
| Capital Paid Up -    | 1,000,000.00   |
| Assets, over -       | 2,320,000.00   |
| Annual Income -      | 2,300,000.00   |

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

## LABELS

Any Shape

1 to 17 Colors

Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

**LEVY & CO., Printers TORONTO**

## THE CANADIAN PRESS CLIPPING

**BUREAU**

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

### THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,  
MONTREAL.

10 Front St. East,  
TORONTO.



**MEN'S FURNISHINGS—Continued.**

blue and white, is doubtful. It is likely that any new color or design will be picked up rapidly.

A boot and shoe jobber urges men's furnishers to add a line of these goods to their stocks. All that is required, he says, is wall space, "which is now unprofitable or unproductive." Shelving could be placed in and the wall devoted to a small but varied stock of fairly high-class boots and shoes. There are not many men's furnishers who would care to go into this unless they put in a large line and competed on an even footing with the boot and shoe dealers. But it would not be hard or take long for a men's furnisher to work up a good custom for men's boots and shoes.

\* \*

**Notes of Passing Interest.**

J. H. Currie, Trout Lake City, B.C., has put in a nice stock of furnishings.

The merchant tailors, clothing houses and men's furnishers of Owen Sound have agreed to close their stores at 10.30 on Saturday nights after September 7.

Radical changes in fashion afford the best opportunities to make attractive window displays. The wing collar and puff tie should be shown in the window as soon as they are put into stock.

Perrin Freres & Cie., agents for Raguet's underwear in French balbriggan and lisle thread, have none but gratifying reports about those superior goods. Their samples for next season are now ready and will be shown to the trade in the course of this and next month.

The C.P.R. Royal train that will carry the Duke and Duchess of Cornwall and York through Canada will probably

be the most complete railway train ever gotten up. The waiters and cooks will all be fitted out with "Rooster" brand coats, caps and aprons. Mr. Wilkins is working on the contract now.

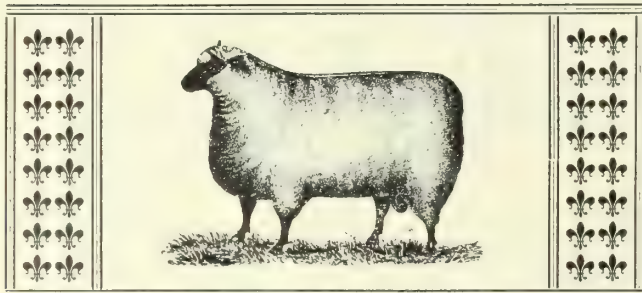
One of the best known of Montreal tailors, Mr. John Stephenson, died August 14, after a short illness. Mr. Stephenson, on leaving school, entered the employ of his father, the late George Stephenson, and at his death, in company with his younger brothers, assumed the management of the business, the establishment being removed to St. James street.

H. Rowland, who for the past three years has represented Caulfeild, Henderson & Burns in the Eastern Provinces, has severed his connection with that firm and entered the employ of D. Morrice, Sons & Co., Montreal. Mr. Rowland was a very popular man, and on Saturday morning, August 31, the members of the staff met in the warehouse to give him a "send-off," and presented him with a handsome dressing case.

\* \*

**An Opinion of Shirts.**

Said a man in the trade to THE REVIEW last week: "The trade throughout Canada to-day is making vast strides in demanding that goods which they buy to-day are made, finished and put up in such a way that they are unable to find a flaw in any one of these particular points. The merchant to-day expects the manufacturers to do business with him as much as possible from his point of view, and the manufacturer who will operate his business in this way is sure to command a large share of the trade. Heretofore the manufacturer has had his way, to-day the merchant wants to buy goods his way. And can you blame him? Is he to take all the risks in buying ahead and in large quantities? Not if he stops to think what it means to him in being able to purchase goods as

**Harris Suitings****Pure Wool.**

Sold only by—

**Dignum & Monypenny**

27 Melinda Street, = TORONTO

**A GOOD VARIETY OF**

**Fine Fancy Worsteds.  
6/4 Wool Tweeds.  
Black and Blue Twill  
Worsteds and Serges.**

**All at Job Prices.**

A comparison of values will convince buyers that our stock is worthy of attention.

**R. B. Hutchison & Co.**

Jobbers in Woollens,

30 Wellington Street West,  
**TORONTO.**

Harris & Co.  
27 Melinda St.  
TORONTO



## THE UNDERWEAR BUYER

who does not investigate the Dr. Deimel Underwear and its advantages to his department is missing a most valuable opportunity. While you are in this market call and we will be pleased to go over the subject with you.

*The Dr. Deimel Underwear is to-day the most successful specialty in the underwear world. Now is the best time to place orders, prompt delivery being thus assured. Investigate the matter at once before your neighbor forestalls you.*



This Trade Mark is  
always on the Genuine.

Sole Manufacturers,

### The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,  
10-12 Bread St.

MONTREAL, CANADA.

## The Slingsby Manufacturing Company

BRANTFORD, ONTARIO.

LIMITED.



*A complete  
assortment  
of the  
following  
lines always  
in stock.*



*It will pay  
you to  
see our  
goods before  
placing  
your orders.*



## Bed Blankets ; Horse Blankets

White, Grey and High Colors.  
Union, All-Wool and Specials.

Duck-lined, Cotton, Union and All-Wool.  
Lap Rugs, Linings, Collar Cloths, etc., etc.

FLANNEL SHEETINGS, CAMP BLANKETINGS,  
KERSEYS, COSTUME AND MACKINAW CLOTHS,  
STOCKING YARNS, Etc., Etc.

Mail Orders Receive Careful and Prompt Attention.



# MATTHEWS, TOWERS & CO.

14 St. Helen St., MONTREAL.



Our travellers are now showing  
new specialties in

## Neckwear

for immediate delivery.

## UNDERWEAR

for assorting trade in

*Fleece Lined,  
Scotch Knit,  
All-Wool Stripes,  
Etc., Etc.,*

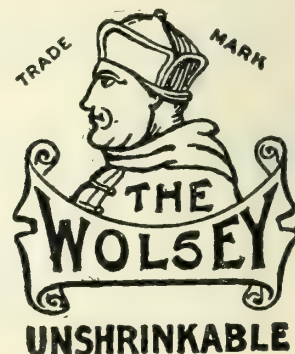
Also Nine Varieties in Winter and Medium Weights of the celebrated

# Wolsey Underwear

All-Wool, \_\_\_\_\_

British Manufacture,

Guaranteed Positively Unshrinkable.



All sizes from 34 to 54 inch in Stock.

# SPRING NUMBERS

IN OUR



COMFORT HALF HOSE



COMFORT HOSE

## HOSIERY

ALL *Louis Hermendorf* DYE

*A great variety in all prices. The continued success of this justly celebrated brand has warranted us in placing orders for such quantities as will practically insure our control of the trade.* **BUY EARLY**

A large variety in Spring Lines of  
**Colored Shirts, Oxfords, Percales, Madras and Cords,**  
 in high-class goods, suitable for the best trade.

## BALBRIGGAN UNDERWEAR

PLAIN AND FANCY STRIPES.

*We are showing special value in these lines which will amply repay a careful inspection and comparison.*

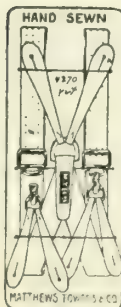
**Fancy Sweaters  
 Hand-Sewn Braces  
 Rubber Coats**

*20th Century Umbrellas.*

# Matthews, Towers & Co.

14 St. Helen St.

MONTREAL.





**MEN'S FURNISHINGS—Continued.**

he requires them. The shirt trade to-day is largely a "catch trade." In this case is it not an advantage to buy light and often and be able to show new, fresh, bright patterns frequently? Stocks are turned over often, the well-dressed man will buy twice as many and there is less chance of accumulating unsalable patterns that have to be cleaned up periodically at 'any old price,' eating up the profits made on those sold at marked prices. The merchant buys goods when he wants them and he wants them when he buys them, and it is better to pay \$1 for goods you know you will get than to pay 50c. for what you are liable to get. Your competitor is getting the business for which you are waiting. Colorings for Fall shirts are remaining very similar to those which were most in demand during the Summer months. The demand for ox-bloods eased up somewhat a short time ago, but it has come again with a rush for early shipments of stiff bosoms for Fall. It certainly is a warm bright shade for cool-weather wear. Blues, of course, are in the lead, and there is a steady demand for black stripes. Pinks and helios are still in the background and are not desirable. Green is being shown in different combinations and will likely find favor in some places."

\* \*

**Chat in the Trade.**

SHIRT buyers from one end of the Dominion to the other will be looking over shirt samples during the present month. Early Fall, Christmas and Spring orders are being placed, and the wise up-to-date buyers are getting the choice of patterns. First choice is everything to a keen buyer. Tooke Bros.' stock for 1901 is all sold, 1902 styles are to the fore and they believe that never in the history of the shirt trade has a more complete and attractive line of goods been offered. All patterns and many fabrics are confined to them for the Dominion. This firm have always taken a high place in the trade. Their output of men's shirts and collars is the largest in the Dominion, and the addition of new accounts and retention of old ones prove unmistakably that their goods are always reliable. They claim to stand alone as manufacturers with strong lines to suit all selling prices.

Late Fall and Winter underwear in fleece-lined and plain Shetland wool are shown in a number of weights to retail from 50c. to \$3 per garment. Wyld-Darling Co. are specializing in their natural wool and Scotch lamb underwear, "Wolsey" brand. A strong test was given to these goods by steam laundries, and they have been proved absolutely unshrinkable. Another unshrinkable line is the heavy derby ribbed goods, to retail at 80c. to \$1.00 per garment. Men's and boys' sweaters are now moving rapidly; there is an increased demand. A special is their navy, black and white English worsted sweaters. Cardigan jackets in blacks and colors, single and double breasted. In cashmere and wool half-hose, Scotch and Irish knit goods in heather and black are going well. Silks and pure silk squares, plain, hemstitched and tape bordered, are being shown, and the trade have taken them quickly. For the rainy season are shown grey covert waterproof, double breasted and velvet collars, dark brown coverts, and blacks with capes. New handles in umbrellas, with steel rods and paragon frames, to retail for 50c. to \$2 will be found good property.

The narrow derby is selling in many different colors and patterns—almost everyone in fact. Caulfeild, Henderson & Burns, however, find their best results on some Roman and satin stripes in all very bright colors, in widths of 1½ inches. These are the latest American styles, and Caulfeild, Henderson & Burns have secured them for their house exclusively. Some plaids are shown in them, but not many. Their newest bow is the "Invader," made in foulards. It has no lining, and the bow ends, which are rather longer than usual, have a loose

effect that is very pleasing. They will make up puffs for the Fall and Winter trade. They are showing a line of fancy hosiery for next Summer that must lead. The designs and color effects are new and attractive. Reds and light blues will be the favorite grounds. Fancy underwear will be shown in new designs. One of their travellers will be on the road next week with a line of underwear and hosiery for the Spring trade.

Stewart, Allen & LeMaistre, "Salem" brand, are now showing samples of colored shirts for September and October delivery. Their range includes the newest "up-to-the-moment" patterns, materials and colorings, and the trade will find that they can secure from them the newest creations of the American designers. Their aim is to make their shirts stand out in a class by themselves, and all merchants who are desirous of frequently showing new and bright patterns to their customers will be well repaid in examining the make, finish and style of "Salem" shirts.

The business that wins a name for good goods will outlive vicissitudes that would swamp another concern. The growth of a business that builds solidly and for the future seldom makes spectacular bursts or plays to the gallery. Tooke Bros., Limited, have always been determined to stand on the basis of making and selling only worthy and dependable goods. Temptations arise from time to time to farm out the sewing of garments in order to meet cut prices, but they know too well the backbone of fit and wear will be knocked out, and a short-sighted policy of this kind will never build reputation. One of the largest dealers in Ontario told the writer recently that he had handled Tooke's shirts for twenty years and never had a single garment returned for misfit or inferior workmanship.

\* \*

**Brief Mems. for Buyers.**

WILKINS' new safety watch pocket is developing into one of the greatest trade-bringers that "Rooster" brand goods has ever been connected with. During the past month a number of new double-needle machines have had to be installed.

Mr. J. W. Silver, who will represent Stewart, Allen & LeMaistre in the Lower Provinces, left for that territory some days ago and reports that the "Salem" shirts are already making a name for themselves in the places he has visited, and is much pleased with the orders he has taken to date. Mr. Cadieux is covering the Eastern Townships and Mr. Stewart has just returned from western Ontario.

The "20th Century" umbrella is supplemented by one which might be called the 21st century, or "Magic" line, for when you touch a button the umbrella raises. The W. R. Brock Co., Toronto, are showing this. The same house have passed into stock two more cases of their celebrated 25c. black cashmere socks, called "Brocknit," which they claim to be the best value ever offered the Canadian trade.

John Macdonald & Co. report a job of 3,000 dozen men's underwear, including fleece-lined, wool and union goods. A special line of wool fleece underwear to retail at 50c. a garment. There is also an interesting number in braces to retail at 25c.

Tooke Bros. in their search for new and attractive patterns and fabrics for 1902 have reached the industrial centres of both continents. Even ultra-exclusive designers have allowed them to inspect their novelties, so that the gathering together has been done in such a broad large way that styles are unique, and prices far lower than if taken up on a smaller scale.

In Japanese and Chinese silk handkerchiefs the demand is for a narrower border. K. Ishikawa & Co., the Japanese importers, say they are selling ½ and 1-inch hemstitched handkerchiefs in place of the 1½ and 1¾-inch goods they formerly sold. Silk handkerchiefs with small, neat inserts are popular.

Messrs. E. & S. Currie are confident that the "Imperial" puff will be the leading tie for Winter. They are selling a good many of them now, and as they can be worn with either the high turn-down collar or the wing shape, they are sure to do well on them, regardless of the style in collars. At present the leading seller is the reversible perpendicular striped derby. This is shown in bright colors (which will be good this Winter) and will undoubtedly be a big thing till the arrival of cold weather. "This is a peculiar season," said a member of the firm. "Almost everything in neckwear is selling well. Stripes' brocades, figures, checks and spots all go, and there is no color that can be said to be the favorite. In combinations of colors the best are red and black, blue and white, myrtle and scarlet and myrtle and white."

# YOU'RE GOING IT BLIND

if you haven't stocked

**\$ 3.00**  
a doz.

**H. B. K. Mitts**

MULESKIN PALMS.

*To Samuel Price  
12-9-01*

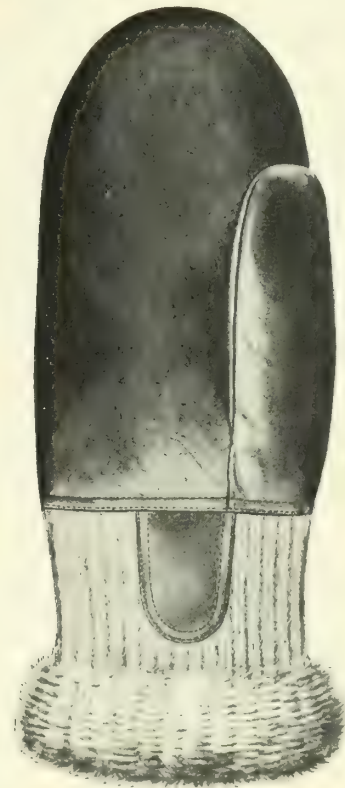
A quarter of a dollar never bought the like.

Wool all over, except the palm.

Stubborn as a mule against wear.

Will make sales as lively as a donkey's heels.

Catalogue for the asking.



**THE HUDSON BAY KNITTING CO.**

**Montreal.**



# CLOTHING AND WOOLLEN TRADE

WHAT IS PREDICTED IN MEN'S WEAR.



THE New York journals for men's fashions are out with forecasts of styles in the make and material of ordered clothing. The New York styles have a considerable influence on Canadian garments, both custom-made and ready-to-wear, and the bulk of clothes worn in Canada are modified, to a less or greater degree,

by the fashions prevalent in New York. High-class trade, with buyers going regularly to London, conform more strictly to English fashions, but even this trade is not unaffected by the tendencies across the line. Some Canadian men of fashion bring all their clothes out from London, but these are few in number, comparatively speaking.

A summary, therefore, of what is thought in New York to be the outlook will have practical value for our readers. Coats with broad shoulders and closer, higher than previously, are looked for. Fancy suitings promise to increase their popularity. Stripes continue in favor, but checks are coming to the front. Greys, in worsteds or wools, are correct in coloring, but subdued browns, olives and bronze shades promise to be most fashionable. There is a growing demand for diagonal worsteds of soft finish. Evening suits are confined chiefly to undressed worsteds.

For Fall overcoatings, soft, woolly-faced goods are to be worn. Covert coatings, tweeds, fancy coatings, etc., are all in favor, too. Fashionable trousers are not light in shade; the darker shades prevail. Stripes are wider than last season.

Double-breasted sack coats will be worn for Fall without an overcoat. Dark hues, with fancy striped trousers, are preferred. The double-breasted sack is worn one inch longer than the single-breasted, and has three or four buttons. Vests may be single or double-breasted; both are popular. Trousers show a tendency to increase in width, but not much.

MOST MEN ARE DEFORMED.

Tailors, who have excellent opportunities of studying the physical peculiarities of their customers, aver that the majority of men are more or less deformed. Shoulders of unequal height, arms and legs of different lengths, and disproportionate shoulders and hips, are the rule rather than the exception. It is merely the tailor's art which serves to conceal most of these defects. The most common physical defect among men is unevenness of shoulders. The difference is usually so small that only an eye accustomed to noticing such things will see it. A closely fitting coat will often hide this, since the symmetry of the garment will deceive the eye. When the difference is more pronounced the tailor usually pads the lower shoulder.

It is often necessary to cut the sleeve hanging from the lower shoulder shorter in order to keep the garment symmetrical. The hips are very often badly out of proportion. A difference of half an inch would scarcely be noticeable, but it is frequently much more. A perfectly-formed man, after all, is as rarely encountered as a perfect horse or dog.

NEW IDEAS IN CLOTHING.

Mr. J. C. Beyer, designer and superintendent of the manufacturing department of W. E. Chalcraft & Co., recently returned from New York. He was formerly with such well-known firms as Messrs. Brokaw Bros., and Messrs. Rogers Peet & Co., of New York City, who are recognized all over the United States as leading manufacturers of high-class clothing. Mr. Beyer has introduced some new styles for next Spring. The New York sack for men will become very popular at first sight, and is sure to catch the eye of the up-to-date clothing buyer.

In boys' fancy suits they have excelled all previous records, and the very latest novelties will be shown in a big assortment of patterns selected from the leading manufacturers both in Canada and Great Britain. Sailor blouse suits, made in cloth and colors, that won't show soil for tree-climbers, fence boosters, mud pie makers, are promised by W. E. Chalcraft & Co.

NEW OTTAWA RETAIL HOUSE.

M. Lewis, many years in the employ of W. E. Chalcraft & Co., manufacturing clothiers, Toronto, has resigned his position and has opened up an up-to-date clothing and furnishing store in Ottawa. He purchased his opening order of his old firm, who are noted as makers of high-grade clothing. His brother travellers in all lines wish him a long and successful career. He was one of the most popular men on the road. Tom Lewis, for several years in the stockroom of W. E. Chalcraft & Co., resigned his position, and is now engaged with his brother in Ottawa. He was universally a favorite and will be very much missed by his associates in the warehouse.

A NEW WOOLLEN WAREHOUSE.

With the addition of the adjoining warehouse, Nisbet & Auld now have twice the floor space to display goods, and visiting buyers will find it much easier to make a selection. The floor space of each of the departments is now 48 x 110 feet.

The ground floor is used for men and women's tailors' trimmings. On the first floor fine woollens for men's wear are displayed. Every staple requisite for the merchant tailoring trade, and every new fabric, of merit, is carried. The second floor contains the ladies' tailoring department. In this department they claim to have no competitors. The third floor is devoted exclusively to Canadian tweeds, including the product of the Oxford Manufacturing Co.'s mills, at Oxford, N.S., the sales of which are now larger than of any similar makers in the Dominion. Various specialties in each department might be mentioned, but the chief attractions are the range of silk linings in the tailors' trimming department; the famous "Devonia" serges in the men's woollens; in the ladies' tailoring department there are the "Alexandra" broadcloth, in some 30 mixture shades, and the "Odessa" broadcloth, a plain cloth in 48 shades, a most suitable fashionable fabric for

# CLOTHING

## SPRING 1902.

OUR TRAVELLERS start out in September on their respective routes :

W. R. ANGUS

C. K. BURT

A. J. RUTLAND

A. A. RICHARDSON



British Columbia

New Brunswick  
and Que.  
N.S. and P.E.I.

Manitoba and N.W.T.

**We are showing Popular-Priced, High-Class Novelties for  
"Little Fellows."**

**FANCY BLOUSES**—which, in all American Cities, have superseded the Vestee Suit.

**S.B. and D.B. FANCY NORFOLKS**—which are very correct.

**D.B. SUIT**—always staple and ever popular.

**RUSSIAN BLOUSES**—in catchy effects.

**PLEATED**—good assortment of styles.

**In Men's Suits** the new pattern **New York Sack** will be very popular for next Spring. Please note this when looking through our range of Samples.

## Rain Coat AND Top Coat Combined

The most popular Coat in New York this season.

**THE ONLY CLOTHES**

with which you can successfully and easily induce the fashionable dressers  
to forsake the custom tailors are those made by

# W. E. CHALCRAFT & Co.

MAKERS OF FINE CLOTHING, WHOLESALE

71 and 73 York Street

TORONTO.





## The C. Turnbull Co., of Galt, LIMITED.

Our representatives are now on the road with the largest and most complete range of samples in Ladies', Men's, Children's and Infants' Perfect Fitting, Ribbed and Full-Fashioned **KNITTED UNDERWEAR** we have ever had. Do not place your orders until you have seen them.

**The C. Turnbull Co.,**  
of GALT, Limited.

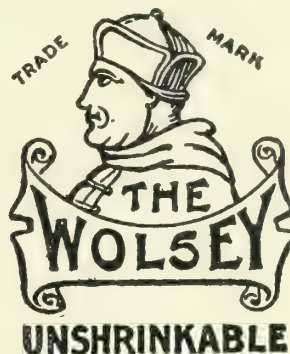
GOULDING & CO.,

27 Wellington St. East,  
TORONTO.

JOS. W. WEY,

7 Bastion Square,  
VICTORIA, B.C.

## What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable. . . . .

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

# THE WATSON MFG. CO.

Limited

PARIS, CANADA.

Manufacturers of

**Ribbed Knit Underwear  
for Ladies and Children**

SOME OF OUR LINES:

*Derby-Ribbed Underwear*  
*Plush-Ribbed Underwear*  
*Swiss-Ribbed Underwear*  
*Pure Wool*  
*Unshrinkable Underwear*  
*Corset Covers*  
*Equestrians*  
*Combinations*

**Perfect Goods.  
Quick Delivery.  
Reasonable Prices.  
Write for Samples.**





**CLOTHING AND WOOLLEN TRADE.—Continued.**

unlined skirts and complete suits. The superiority of the friezes and homespuns is too well recognized to need mention.

An extensive exhibit of the Saxony blankets, blanketing, and Oxford tweeds and homespuns was made at the Toronto Exhibition. The whole was bought at sight by W. A. Murray & Co., Toronto.

Nisbet & Auld claim to be doing the low numbers in canvasses at low prices, regardless of the present firm and high market. They are selling large quantities to the jobbing and manufacturing trades. They will open a complete domestic linen department in November, making their first display of high-class linens suitable for the Christmas trade. For particulars of this department see their advertisement in the October number of THE DRY GOODS REVIEW.

Their range of Summer goods will also contain a new range of cloth. One feature will be a decided popularity of stripes. In skeleton goods there is a large display of men's 2-piece suits.

**TRADE NOTES.**

Nisbet & Auld are agents for d'Elegance Parisienne and Les Parisiennes, both elaborate fashion journals, devoted to the ladies' tailoring trade. D'Elegance Parisienne is being sold in a special Fall and Winter number, independent of the regular yearly subscription. They are awaiting a shipment of English plates from the London Fashion Co., whom they now represent in Canada. These are gotten up in black and white by a practical London concern, and are the most artistic plates published in Great Britain.

A. A. Richardson has been engaged to replace M. Lewis to



From Mitchell's Sartorial Journal.

NEW YORK STYLES IN MEN'S WEAR.

**SUMMER 1902.**

The travellers for M. Saxe & Sons, Montreal, are leaving about September 10 with a complete range of Spring and Summer goods for 1902. Their showing of men's, youths' and boys' clothing is larger than it ever was.

In addition to their usual lines, they are putting out a new brand, to be called "King Edward VII.," which will be introduced as the most perfect ready-made clothing, or anything approaching thereto, that has yet been set before the public. Every suit will be cut and made separately, while the trimmings are of the best and the workmanship most careful. "King Edward VII." brand ought to become an extremely popular line, and Saxe & Sons expect great things of it. Other features will be suits at \$5, \$7 50 and \$10.

do Manitoba and the Northwest Territories. He is an experienced travelling salesman and thoroughly understands his line in all details. The firm are to be congratulated on securing his services.

James Maxwell, 10 years with the W. E. Sanford Co., has been selected to cover the ground east of Toronto for W. E. Chalcraft & Co. Mr. Maxwell will, no doubt, demonstrate that the best salesmen are made from the young men who rise from the stockroom of a house.

Quite a number of S. Greenshields, Son & Co.'s travellers have been visiting the house during the month. Among those we noticed in Montreal were Messrs. D. C. McNaughton, D. MacCarthy, T. A. Cossmann, John Wilson, Geo. Hamel, F. G. Haywood and G. Harris.

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## SHAPE MEANS PROFIT.

The shape of a garment means everything to the customer. Good shape gives the dealer future profits. Northway garments have shape, and hold their shape until worn out.

A Northway stock of Jackets and Suits will stand the showroom wear-and-tear—they are so 'carefully shaped. They will sell easier to the customer because of their looks. The customer who wears them gets the supreme satisfaction of wearing a garment that will keep its looks through snow and rain—a garment that will not pucker and sag—that will ever be attractive.

The shape of Northway garments means future sales for the dealer. It costs the dealer nothing extra. It is the result of careful selection of cloths and linings, honestly put together, in suitable designs. But every season each retailer sells *more* garments. The shape has built the dealer's sales.

This season, for Fall, we have over two hundred numbers to show. We have sold more Northway garments than ever before. We have moved into an immense new building. The goodness and shape have built it for us. We will be glad to see you in the "New Home for Northway Garments." Make it your headquarters.

JOHN NORTHWAY & SON, Limited

91 and 93 Wellington Street West

Shape-Keeping Garments.

...TORONTO.

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1902      SPRING      1902

S. Greenshields, Son & Co.

MONTREAL.

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## WOOLLEN DEPARTMENT.

Our travellers will be out about the 10th, with a full line of Woollens and Tailors' Trimmings. They will offer some special values in Serges and Worsted Suitings, and it will pay you to see our range before buying.



# THE CANADIAN DRESS CHART.

SEPTEMBER, 1901.

| Occasion.           | DAY WEDDING,<br>GOVERNMENT<br>HOUSE CALLS,<br>RECEPTIONS.                                          | AFTERNOON<br>TEAS, CALLS,<br>SHOWS, ETC.                                | WHEELING,<br>GOLF,<br>OUTING.                          | EVENING WED-<br>DINGS, BALLS,<br>RECEPTIONS, FOR-<br>MAL DINNERS<br>AND THEATRE. | INFORMAL DIN-<br>NER, CLUB, STAG,<br>THEATRE PARTY.                                                             | BUSINESS<br>AND MORNING<br>DRESS.         |
|---------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| Coat.               | Frock, black or<br>dark grey.                                                                      | Frock or cutaway.                                                       | Sacque or Norfolk<br>jacket.                           | Evening coat.                                                                    | Monte Carlo.                                                                                                    | Black or grey<br>worsted.                 |
| Waistcoat.          | Black or fancy<br>cloth in Winter,<br>white or fancy<br>linen in Summer                            | Black or fancy<br>cloth in Winter,<br>white or fancy<br>linen in Summer | Fancy Shades.                                          | White or black.                                                                  | Black.                                                                                                          | Same material as<br>coat.                 |
| Trousers.           | Striped, dark<br>tones, or same<br>material as frock<br>coat.                                      | Striped, dark<br>tones.                                                 | Knickerbockers.                                        | Same material as<br>coat.                                                        | Same material as<br>coat.                                                                                       | Same material as<br>coat.                 |
| Hat.                | Silk.                                                                                              | Silk.                                                                   | Soft felt or cap.                                      | Opera, crush.                                                                    | Soft felt.                                                                                                      | Christy.                                  |
| Shirt and<br>Cuffs. | White or colored,<br>with white cuffs.<br>Soft or stiff front.                                     | White or colored,<br>with white cuffs.<br>Soft or stiff front.          | Flannel, with<br>white collar and<br>attachable cuffs. | White, plain, or<br>with fancy front.                                            | White.                                                                                                          | Colored or white.<br>Soft or stiff front. |
| Collar.             | High straight or<br>high turned-<br>down.                                                          | High straight or<br>high turned-<br>down.                               | High or turned-<br>down or hunting<br>stock.           | High standing or<br>high turned<br>down.                                         | High standing or<br>high turned-<br>down.                                                                       | High standing or<br>high turned-<br>down. |
| Cravat.             | White silk ascot<br>or dark blue or<br>black foulard.<br>Lavender may<br>be worn at wed-<br>dings. | Dark shades,<br>ascot, bow, or<br>four-in-hand.                         | Ascot or hunting<br>stock.                             | White, not made<br>up.                                                           | Black, not made<br>up.                                                                                          | Dark shades.                              |
| Gloves.             | White or grey<br>suede at wed-<br>dings, tan or<br>grey on other<br>occasions.                     | Tan, or grey<br>suede.                                                  | Tan.                                                   | White or pale<br>lavender.                                                       | White or pale<br>lavender, or grey<br>suede at theatre<br>party, gloves un-<br>necessary on<br>other occasions. | Tan.                                      |

This Chart is corrected to date by a Canadian authority on men's fashions.



YOU ARE  
CERTAIN

TO BE ASKED  
FOR . . . . .

THE *Cravenette* STAMP  
(Registered Trade Mark)

Cloth



DO NOT NEGLECT to send your Order in Early.

It is THE BEST Material  
FOR RAINY-WEATHER GARMENTS.

S. Greenshields, Son & Co.

Sole Selling Agents  
for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.



# OUR LONDON FASHION LETTER.

The Millinery Season—A Review of the Fancy Goods Trade—What is New in Toys, Games and other Features of that Department.

From THE DRY GOODS REVIEW'S Special Correspondent.

London, August 21, 1901.



At the time of writing there is very little moving in general or fancy drapery trade beyond the active preparations for the coming Winter season in all departments.

Millinery is the most forward, judging by the shows now made in wholesale and retail houses. In this a great use will be made of fancy feather toques and trimmings made from domestic fowl plumage.

A wide controversy has recently taken place in the press on the question of birds figuring in what the journalists are pleased to call "Murderous Millinery." This all came about through a statement in The Millinery Record that birds and fancy feathers would rule as millinery trimming, and it seemed to be quite unknown by the humanitarian societies who stirred themselves in the matter that the manufacture from domestic or game-fowl plumage existed. The editor was, however, enabled to show them that the principal features (after ostrich) to be used in the coming season are made from swan, goose, pheasant, partridge, game birds, domestic poultry, eagle quills, duck, teal and widgeon.

A great deal of chenille will be used in the successful making of Autumn and Winter millinery, but these and other fashion subjects must stand aside for the present to make room for other matter. As promised, I have obtained considerable information as to the trend of the trade in fancy goods for the Winter and Christmas trade, and will treat on dress trimmings and other goods in my next letter.

## MECHANICAL SHOW FIGURES FOR WINDOW ATTRactions.

The French novelties under this head are even more attractive than last season, and for Christmas show purposes they should be very successful. The illustrations, by favor of Mr. Hughes, 9 Long Lane, Aldersgate street, London, E. C., agent for the best-known French, German and American manufacturers, will evidence this very clearly. One of the greatest novelties is the figure of the gymnast swinging from the pole. This stands 40 inches high. The frame is strong oak and the figure is splendidly dressed in spangled tights. This goes through the most realistic performance, the body bending in a life-like fashion, while a tuneful musical box plays and the gymnast smiles and bows. The whole mechanism is contained within the flexible body—quite a new feature in these goods.

The prettily-dressed rope walkers and dancers toss silver balls, as also does the ladder performer. In all cases these figures are musical as well as performing. The young lady who sits on the lid of her Saratoga trunk is beautifully dressed in satin and chiffon. The trunk holds a musical box and the young lady winds up her watch, holds it up to her ear and then smiles and nods, winding up with a gay dance in rag-time tune.

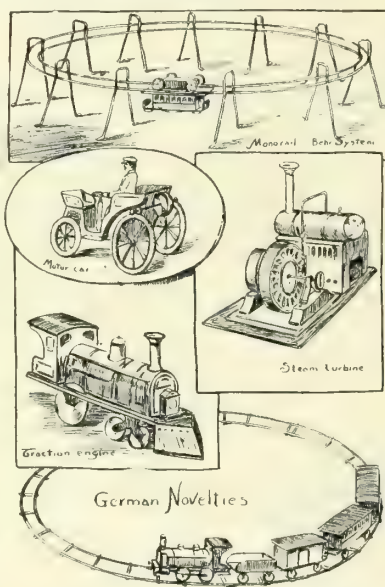
The German toy novelties from the old-established house of J. & J. Landmann, Nuremberg, whose London agent is also Mr. Hughes, show the trend of the demand for clever and cheap toys that mimic familiar objects in the railway and motor world. These are things that have a great sale now, the feeling for military games, toy soldiers, etc., being dead off. Toy gramophones, motor hansoms and cycles, street sweepers, mechanical windmills and dredgers, telephones, guns, pompoms, with shot and wonderfully simple but complete mechanism, are things shown in the German collection that have sold well for the coming season's trade. A steam roundabout, and a Red Cross war ambulance, drawn by six bullocks, figure amongst a great number of more important toys.

## STREET SELLING NOVELTIES.

Street-selling novelties are principally from French manufacturers, and successors to the "Soldier in Khaki," the "Chinese Soldier," the "Woman Sweeping," the "Barking Dog," are now found in a feathery Black Cock in black wool at the end of a rubber tube, which emits a series of crows when pressed. The new figures are familiar objects, such as the "London Policeman" and "Postman."

Penny novelties for street sale include some new ideas in the long colored paper tube, blown from the mouth with discordant sounds. When the long tube shoots out, there is found a little paper ballet girl who revolves madly around by the action of the blow tube. This is a French item.

A rather stupid thing which is having a tremendous street sale is called the "Flying Sausage,"



and is a long bladder dyed in bright colors, to be blown out and sent flying through the air.

At English seaside resorts the children now fly paper tubes, not kites. Three gaily-colored paper square-shaped tubes on

Our stock for Fall  
is now complete.

**JOHN FISHER**

SON & CO'Y,

**WHOLESALE WOOLLENS**

—AND—

**Tailors' Trimmings.**



Cor. Victoria Sq. and St. James St.

**MONTREAL.**

Sample Rooms: The Arcade, Yonge St., Toronto.  
101 and 103 St. Peter St., Quebec.

## Washing Tells

the difference between Stanfield's perfect-fitting Unshrinkable Underwear and other makes of underwear "so called unshrinkable," guaranteed, etc., which either do shrink or contain cotton or other foreign matter that is not only injurious to the skin but after a few washings becomes hard and comfortless, and practically shapeless. Stanfield's is no experiment—it is made of the best long-fibred Nova Scotia wool, every fibre is tested and must be of great strength and elasticity, otherwise it is combed out by a patented process and rejected. The guarantee of Stanfield's is the strongest possible—"Money back if it shrinks in the wash." This is the only guarantee worth your consideration, and is made by the sole makers,

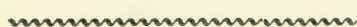
**Truro Knitting Mills Co.,**

ALL SIZES IN STOCK.

...Truro, N.S.

**The W.R. Brock Company,**  
(Limited)

**THE GREAT ASSORTING HOUSE OF MONTREAL.**



Smallwares, Haberdashery and Notions Departments  
are **NOW** fully stocked.



**LONDON LETTER—Continued.**

light wood frames rise to great altitudes, and are cheap novelties with great sale.

**NEW PARLOR GAMES.**

One of the leading British game-houses has a splendid collection of new lines for the coming season, many of which, we should say, will be very popular, and should prove good sellers, as they are up-to-date and are of exceptional value.

"From the Ranks to Commander-in-Chief" should prove of exceptional interest just now. This is a novel board game, depicting a recruit enlisting, and by good conduct, exceptional bravery, and competency in active service, going forward rank by rank until the highest position that the army can offer is reached. There are fifty-one colored figures representing the various ranks in the different branches of the military service, the novel feature of this game being that each player has no less than thirteen figures during the course of the game, which are changed from time to time, thus making the promotion very realistic.

Outside sport is represented by a game called "Bags." This is a splendid shilling's worth, and is certainly novel in character, as there are deer, hares, wild duck, pheasants, partridges, and wood pigeons, affording opportunity to the ardent sportsman to insure good sport and heavy bags. The gun consists of a spring and trigger constructed on novel lines in which great accuracy of aim can be attained.

"Where's the King?" is a game of telegraphic character. The players are presumed to be representatives of the leading daily papers, and are anxious to find out for their papers at which of the Royal residences His Imperial Majesty King Edward VII. is residing. The board that accompanies this game is well designed, and is a splendid specimen of the lithographer's art, as it contains portraits of the King and Queen, Duke and Duchess of Cornwall, and Prince Edward of York, besides views of Windsor Castle, Buckingham Palace, Balmoral Castle, Osborne House and Sandringham.

A game with the euphonious title of "Jiggle Joggle," or the Race of the Frogs, is most ingenious, and contains an entirely novel principle, which has been patented. Frogs are raced across the tablecloth. Frogs are driven tandem across the tablecloth. Frogs are made to walk tight ropes, and when proficiency is gained, racing and tandem-driving on tight ropes—the whole producing exciting moments and grotesque movements. With order for quantities, a novel and attractive shop window mechanical device is supplied.

"Birds, Beasts and Fishes." There are many original and interesting novelties in this game, and from the fact that the mode of scoring is effected by a pointer, which is combined with the board by an ingenious method, none will scruple to buy it for their children.

**CONCERNING TOYS.**

The German exports of toys in 1900 amounted to 50,000,000 marks (\$11,900,000), and more than half thereof was produced in the Cobourg-Sonnebeers consular district. The United States and England are by far the largest purchasers of toys from Germany, and a consular agency estimates the total value of the exports of German toys at 53,400,000 marks for 1900, against 43,000,000 for 1899 (an astounding increase) while the year 1899 showed an increase of 4,200,000 marks over 1898. Thus, in three years, the increase in the total value of toys exported from Germany has risen from 38,800,000 to 53,400,000 marks, being, approximately, a rise of 40 per cent. Some years ago an attempt was made to prejudice the German toy trade in America by a report that the paint used

in their manufacture was injurious to health. Many persons believed this, as probably did the bard who was responsible for these lines:

Willy had a purple monkey running up a yellow stick,  
And when he licked the paint all off, it made him deathly sick.  
No more he'll pull poor pussy's tail, to make her yowl for fun,  
His sister never more he'll shoot with his little wooden gun.  
Puss walks around with tail outstretched, the gun is laid aside,  
The monkey ne'er has jumped about since little Willy died.

However, notwithstanding the baseless scare that was so caused for a time, the United States bought 9,612 tons of toys from Germany in 1890, as against only 6,195 tons in 1885, or an increase of more than one-third. Great Britain has bought 11,000 tons annually for the last few years, and has increased her purchases since 1895 by over 1,000 tons. France is the next largest customer. In 1900 the exports of German toys to France amounted to 1,454 tons, valued at 3,400,000 marks.

**NOVEL TOYS AND GAMES.**

Fashion—called "fickle fashion," but which, no doubt, has its own immutable laws, like everything else, could we only discover them—is responsible for much of the business done in toys and games. With singular uniformity the regular games of children—hoops, kites, balls and tops—appear during their seasons, and are discarded. The season of cricket and football, the Summer and Winter games of the United Kingdom, is not more clearly marked than are the times for little children's sports. The two last-mentioned games require a regular supply of accessories, which, while not altering in form and shape, are also improved in manufacture. As the games of children always reflect those of their elders, dealers will do well to stock a plentiful supply of cricket and football novelties, suitable for juniors, during their respective seasons. This applies also to the other toys alluded to.

The games most popular amongst the adolescent and adult are of two classes—outdoor and indoor. Strange to say, preparation is made for Winter and indoor games in the Spring and Summer, and in the Winter for Summer sport. The coming Winter season will not be prolific in actual novelties. From inquiries made at some of the wholesale houses, it appears that table tennis leads in the way of games, and there will be nothing very new as regards toys. On the other hand, as indicated by the list of patents, adaptations of games already played may be looked for on every hand. "Bridge," a card game which has already had a phenomenal run, seems to have reached its zenith, and it is yet too early to predict that "Vint," a variation of a similar sort, will be introduced to such a great extent as its predecessor. The games that depend on board and counter, after the manner of chess, draughts, etc., do not at present promise any great extension, although the war may be responsible for many variations of those games which are played by sides.

Just as the reflection of games is seen in adults and children, so also is there a clear repetition of outdoor games in those which may be played indoors. In the past season this has been accorded to the game called "Ping Pong," which is an almost exact reproduction of outdoor lawn tennis, but played on a table with little celluloid balls and miniature racquet. It is most engrossing and enjoyable, and has been taken into favor by the "smart sets" of society—as spelt with a capital S.

A recent patent by Mr. Hughes, of Long Lane, Aldersgate, London, is an improved table tennis called "Euchary." There are no metal clamps, only a slip knot adjustment (similar to that used in sailing), hence the name. This game sells well.

A. MEEHAN.

# "THE LACE WAREHOUSE OF CANADA"



Our Buyer is already in the English market and will also visit Europe at an early date in search of Novelties to replenish our stock for the assorting trip. We will therefore be, as usual, fully prepared to interest our many friends throughout our entire season by our unrivalled display of

FANCY DRY GOODS AND NOVELTIES.

LETTER ORDERS SOLICITED.

Kyle, Cheesbrough & Co., 16 St. Helen St., Montreal.

## Be Sure You Get the Best

**Paton's Scotch Boot and Shoe Laces**

"BEAT ALL GERMAN IMITATIONS."

**Cotton, Thread, Wool, Silk, Leather and Porpoise Hide**

See Name on Every Box.

**Better Value** cannot be got.

Send for samples and prices.

## Ward's Coronet Hard Ash

RED AND BLUE LABEL.

UNEQUALLED IN QUALITY AND PRICE.

..... Sole Agents for Canada .....

## GEO. D. ROSS & CO.,

52 Wellington Street West, Toronto. 648 Craig Street, Montreal.





#### Hat Conditions In the United States.

Many manufacturers of fur hats at Danbury continue to express very great satisfaction with the outlook for the Fall trade in stiff hats, and are confident that it will be greater than in some years past. If the demand develops and becomes as strong as anticipated, it would seem to be the proper course to maintain values, get full prices; for if that cannot be done when the goods are really wanted, must be had, what may be expected when all the desire for business is on the seller's side? Just think of this in time for thinking to be worth while.

The hat trust ought to be a good thing for the promoters, if they ever promote; that is the only reason that satisfactorily accounts for the long continued effort towards promotion.

Eastern wholesale hatters state that they have had a grand straw goods season; large sales at satisfactory prices; and the smallest stock to carry over in many years.

All the talk we hear on the subject is distinctly not trust talk; a large part of it is very expressive of distrust. —New York Hat Review.

#### A Retailer's Fine Premises.

Extensive improvements have been made by Mr. E. A. St. Marie, corner St. Catherine and Amherst streets, Montreal, in his well-equipped store and manufactory. Mr. St. Marie has been in the hat, cap and fur business for over 25 years, and his business has steadily expanded so that now he has extended his whole front, over 50 feet, with double plate glass windows, and decorated it to suit the interior, which latter embraces four spacious and commodious flats, arranged in the following up-to-date manner: The ground floor is broad and roomy, and stocked with a fine assortment of the latest styles and newest fashions of headwear of all sizes and descriptions, including children's hats of all kinds; then a finely assorted stock of Indian novelties is carried, including new-mown sweet hay, baskets and ornaments, also bead work, by the native Indians, all specially designed for the tourist trade. The second floor is devoted to furs, of which a high-class stock is carried, and customers from all over Canada and the United States are catered to. The factory is on the top flat, where during the busy season as many as 75 hands are employed. Every department of the institution is under the personal supervision of Mr. St. Marie, who has travelled, seen and assimilated the best ideas extant in the business. He is a careful, capable man, who is in the front rank of the men in this branch of trade.

#### Trade Outlook in Canada.

There is good reason for thinking that the coming Fall and Winter hat trade in Canada will be one of the best on record. The styles are suited to all classes and sizes of men, and there is a total absence of the peak shapes that have been pushed to the front in past seasons.

There is little difference between the English and American styles. Last Spring the American hat was much smaller and

lower than the English style, and the trade was divided between those who would wear the New York styles and those who would take nothing but English hats.

But a glance over a large retail stock, like Dineen's, shows one that in all the principal points the Christy and Dunlap hats are much the same. Dunlaps (the American) are shown in seal browns, of which not many are taken, and blacks, which are going rapidly. The crown is round and full; the curl is the Anglesey, a larger and flatter one than on last year's hats.

Christy's hats show the London styles to be much the same in the crown, but with a more rounded brim.

The soft Duke of York shape is a hat that will likely take well. The crown is high, and when worn can be dented in the top or sides, as the wearer chooses. The brim is different from the Spring shape, but is something after the shape of the Spring style in Duke of York hats. It is very much curved on both sides. For larger men, the brim is made heavier and larger.

This hat is selling much the best at present in black, though tabac, pearl and Cuba (a lighter shade than tabac) are also shown.

The Summer shapes in soft hats, with the flatter brims, are rapidly going out.

There is soon to be out a square-crown hat, something after the manner of the Duke of York, but in a little more staple shape.

Silk hats are small, and the crowns show a tendency to be small. For young men, the brims are very small, in the Anglesey shape, with a flat top, and are smarter than the shapes for older men. The bell top is on all silk hats, both for old and young men.

#### The Fur Business.

People are commencing to buy their furs for Winter, and, to judge by the present sales, business will be fairly good. The Buffalo Exposition is responsible for quite a quantity of buying being done in the United States by Canadians who are visiting the Exposition. The reason for this would be difficult to discover, for they can get every bit as handsome goods, as great a variety, and at lower prices, in the majority of cases, in Canada.

Grey lamb jackets, I am informed by Messrs. Dineen, are not asked for.

In fur sets, chinchilla, stonemartens, Alaska sable and white fox were very popular.

Some of the favorite combinations in caperines are mink and persian lamb, seal and stonemarten, persian lamb and sable.

Sealskin jackets will undoubtedly be worn longer than last year. The favorite lengths now are 22, 24, 26 and 28 inches, worn with box fronts, generally, and plain or inverted pleated backs.

During the Toronto Exhibition the Toronto retail ware-rooms were crowded with visitors and buyers, and the coats most in favor were, in sealskin, a 26-inch coat, with golf-shaped sleeves, which could be turned back into a very pretty cuff; in persian lambs, a moire coat, with chinchilla trimming, also turned-up cuffs, in the bell shape, a reefer front. This was 20 inches long, one of the shortest shown. A broad-tailed persian lamb coat, 20 inches long, with ermine collar and revers, golf sleeves and fancy satin lining. Other persian lamb coats were trimmed with baum marten on collars and cuffs, mink and other furs. All fit closely in the back

*I am confident I have the proper*

## STYLES IN HATS

*for you for the coming season.*

*Wait for me if we have called on you in the past, write to me if we have never called on you. It will pay you to know my goods.*

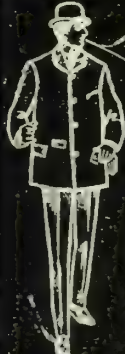
Estate Late

**J. ARTHUR PAQUET,**

SAMPLE ROOMS { 5 Victoria Square, Montreal.  
52 Bay Street, Toronto

**Quebec, Que.**

Main Street, Winnipeg.  
338 Hastings Street, Vancouver.



*You'll lose your pants unless you get a box of Automatic Buttons.*

To Unlock Button Simply Raise the Key.

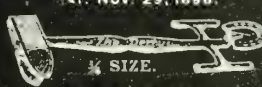
U. S. PAT. JUNE 5, 1894.  
ENG. PAT. NO. 11,830.

NO NEEDLE REQUIRED.

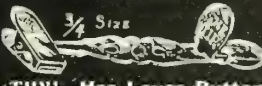


**J. V. Pilcher Mfg. Co.**  
MAKERS  
914 Mason Ave., Louisville, Ky.

**THE "DERBY" LINK**  
PAT. NOV. 29, 1898.



1/4 SIZE.  
For All Cuffs.



3/4 SIZE  
"TIP" Has Lever Button.



**THE STAR**  
For Round or Link Cuffs.

# Fall Catalogue

Our Illustrated Catalogue of

## HIGH-CLASS FURS

of our own manufacture is now ready for mailing.

A copy is indispensable to your business. If you have not received one, drop us a card.

**James Coristine & Co.**

62 and 64 McGill Street,

**MONTREAL.**



# The Making of Silk and Felt Hats.

Interesting Description of a large English Manufactory.

CUSTOM and fashion in dress have, from the most primitive times, been a subject of all-absorbing interest, whether to races of semi-barbaric tribes or of civilized communities. The latter end of the Adamic period would appear to be, according to a recognized authority, the date of what

with equanimity. The question of style, shape, and appearance in hats is one in which we all have an interest, and the constantly increasing demand for something new creates a situation which is as beneficial to the public as to the manufacturer; the former, in that it leads to the production of an

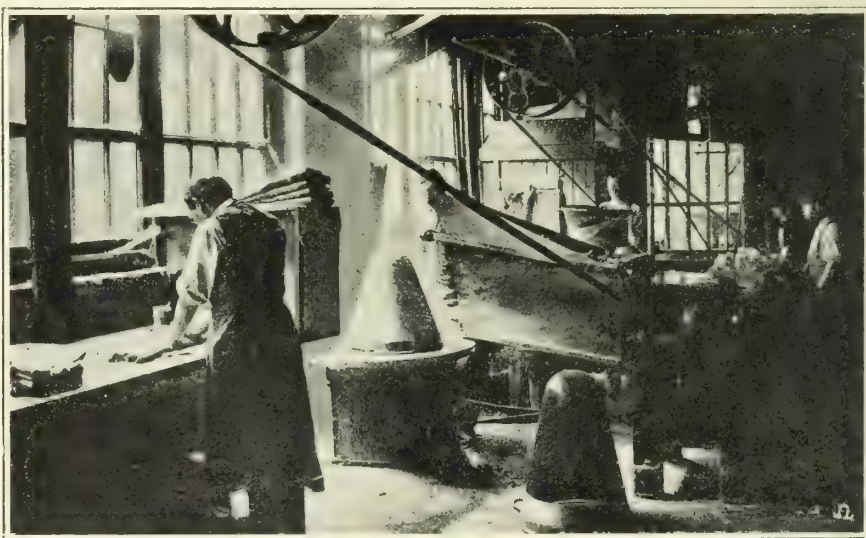
article with various minute improvements that tend to the comforts and fancies of the wearer; the latter, in so far as the demand is concerned, which induces a healthy competition in the endeavor to produce something better than that already existing. Unlike ladies' millinery, that of the male element permits of no great degree of change, and our fancies and whims in this respect are bound up in a somewhat limited order. Nevertheless, the manufacturers of hats and caps find a demand born of a desire in regard to diversity sufficient to energize more and more an industry, the origin of which is held in oblivion.



PLANKING.

might well be termed the garmental era. Then it appears to have taken shape in a form as crude and simple as the manners and simplicity of the people determined. The lapse of many centuries apparently effected little change, and diversity in dress was marked with unappreciable difference. More consideration, naturally, was paid to the clothing of the body. The guarding of the feet and shielding of the head, however, were left as necessitating less attention; but intercommunication of peoples, the development of trade and commerce, and the acquiring of knowledge of the laws of nature seemed simultaneously to generate thought for the safeguarding of that which is the chef-d'œuvre of all the human accessories. It is not necessary, for our purpose here, to go back to ancient history, and sketch the various shapes which formed the covering for the heads of our ancestors. We find that, if we go back to the times and customs of Queen Elizabeth, there was not such a vast difference in the hat as worn by the milkman who signalled his approach by the blowing of a horn to the ordinary felt hat as worn at the present day. The silk hat, however, in its early stages is an object which induces humor, and fails not to impress us with the inclination to accept modern fashions

One of the most prominent hat manufacturing firms of to-day is the well-known firm of Messrs. Tress & Co., Blackfriars, London, England. They have been established over 50 years, and manufacture every conceivable form of head-gear—silk, felt and straw hats in great variety; also caps, tropical hats and helmets. Anyone passing their premises in



FORMING HATS.

Stamford street would have no idea of the vast extent of their works, which run right back to Christ Church in the rear. A curious story is told relative to the site on which their offices and showrooms in Stamford street now stand. It appears that

Returned they find to  
ader NOV 12 1901  
EB/3/13 / J.B.



## The Review's Directory of Agents.

*British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.*

**R. FLAWS & SON,** Manchester Bldg., Toronto.  
Melinda St.  
Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, Sons & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies.  
CARTWRIGHT & WARNERS, Limited, Loughborough, England  
Hosiery and Underwear.  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Warps.

**A. ROLAND WILLIAMS** Commission Agent, Room 8  
Manchester Building, 29-33  
Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs,  
Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

### SITUATION VACANT.

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (tf)

### SITUATION WANTED.

WANTED—An experienced window dresser with good references wants position Oct. 1st. Address, Box 62, care DRY GOODS REVIEW, Toronto. (9)

### ADVERTISING IN WESTERN CANADA will be . . .

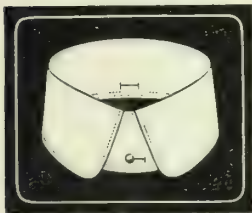
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by  
**THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.**

## MEN'S AND WOMEN'S COLLARS.

Per doz., 75 cents; Cuffs, plain, \$1.10 per doz.; Links, \$1.15 per doz. 25 per cent. saved by buying from us. 56 styles men's and women's collars.

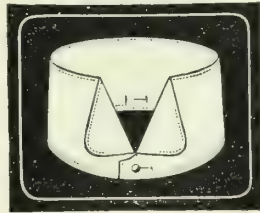
**NOTICE—** All our collars are LINEN-FINISH REECE, RAISED EYLETTED BUTTONHOLES. Workmanship and laundry work guaranteed.

DAWSON.



Front 2¼ in. Back 1¾ in.

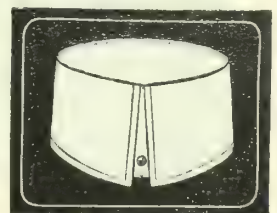
SKAYUGA.



Front 2¼ in. Back 2¼ in.



OSCEOLA.



Front 2¼ in. Back 2¼ in.  
Extended Band.

NEW YORK OFFICE—721-723 Broadway.

CHICAGO OFFICE—31 Jackson St.

ATLANTA OFFICE—303 Equitable Bldg.

Write for  
Catalogue.

**GOODMAN MANUFACTURING CO., 2743 Fifth Avenue, Troy, N.Y.**

The **BISHOP** NATURAL  
LEATHER

# Fur Robes and Coats

**GUARANTEED**

to be the best goods for the money, in the world. Be sure their name on silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of Canada and the United States.

## THE J. H. BISHOP CO.

IMPORTERS, DYERS, SKIN DRESSERS  
AND MANUFACTURERS.

Sandwich, Ont.

Wyandotte, Mich., U.S.A.



on this ground the once famous haunted house stood where an old lady, who owned the premises, lived in absolute seclusion for many years, and would see nobody from the outside world. Whether her ladyship at times dematerialized, and was the medium of making the unseen visible, and was the ardent believer in the perennial presence of some weird mysticism or not, the fact remains that these three houses were known as the haunted houses of Stamford street. However, one fine

and fastens the fur in a continuity of fine network and entanglement in a curiously complex manner. When the required amount is obtained, according to the hat desired, a hot spray is turned on, in order to mat the fur, which is then separated from the cone, and is thus the first form of the hat. The next stage is "planking," being dipped into a tank of hot water, withdrawn and rolled till the fibre is closely felted—all highly-skilled work. It then passes through

the blocking process, when the form is pulled over the blocks, to get the rough fashion of the hat it is eventually intended for. It is stiffened in another department with a preparation of shellac, and passes to the dyeing-room, and later is placed in iron moulds, and finished with glass-paper, which process completes the hat—as far as the crown is concerned. It is now ready for the shape or curl being put to the brim; and, with one or two other minor details, passes through the trimmers' hands, and the hat is complete. These processes—some 40 in all—are mostly worked by hand, upwards of 300 men and women being employed.

The silk hat is made from a number of layers of calicoes and muslins of various thicknesses and strengths, which are dipped in a solution of shellac, stiffened, and dried, and then cut according to the required sizes, and ironed into form on wood blocks, made in five pieces, in order to secure the bell-shape crown. The silk is cut out to the required size, stitched round the top by an expert needlewoman, and with the aid of heat is fastened to the body of the hat, which is done so neatly that detection of the division is rendered almost impossible. The hat is then shaped and trimmed.

day this extraordinary lady was found dead, very poorly clad and emaciated for the want of food, though large sums of money were subsequently found concealed in every conceivable niche and corner of the building.

This event augured well for Messrs. Tress & Co., who, on the completion of the demolition of these houses, erected in their place the spacious building that now gives Stamford street a more commercial aspect.

The firm devote their attention largely to the manufacture of the better class of hats. Demand for these goods cannot be other than great, and indents are constantly being received from Australia, America, Africa, and the Continent; but while they do a large business in these markets, they can be said to have a large and important share of the home connection. They can take the credit of actually making felt hats in their entirety; from the separation of the fur from the skins of the rabbit, wild hare, the coypu, muskrat, beaver, and others mixed in varying quantities, according to the class and style of hat required, to the hat as purchased. The fur is cut from the skins, and treated in a special manner, to make it suitable for felting, and is prepared by being blown through a very delicate machine, which eliminates all the coarse fibre. It is then placed into a machine called a former, and is blown on to a revolving perforated cone, the mechanism of which causes a suction of air, and thus forcibly collects

muslins of various thicknesses and strengths, which are dipped in a solution of shellac, stiffened, and dried, and then cut according to the required sizes, and ironed into form on wood blocks, made in five pieces, in order to secure the bell-shape crown. The silk is cut out to the required size, stitched round the top by an expert needlewoman, and with the aid of heat is fastened to the body of the hat, which is done so neatly that detection of the division is rendered almost impossible. The hat is then shaped and trimmed.



BLOCKING.



FINISHING.

The factory is built to secure natural light and good ventilation. The business is carried on by the sons of the founder, who retired some years ago, and who has now attained the ripe age of 84.

Returned to Mayfield & Co.  
 NOV 12 1907  
 per order MB.



The

**"Cushion Grip"**

(TRADE MARK REGISTERED.)

# Hose Supporter

The **"Cushion Grip"**

is made with a felt button and felt shank.

The **"Cushion Grip"**

will not cake or become hard like a rubber post.

The **"Cushion Grip"**

will not slip or tear.

The **"Cushion Grip"**

will soon be sold everywhere. Write for samples, and be the first in your town to secure them.

HERE IS A COPY OF AN ORDER RECEIVED FROM FAR-AWAY VENEZUELA:

APARTADO NUMBER 154.

Messrs. PHILLIPS & WRINCH, CARACAS, VENEZUELA, August 9th, 1901.  
Toronto, Canada.

"Dear Sirs,

"Please send to my address, by best way, six dozen pairs of your 'CUSHION-GRIP' Hose Supporters, ladies' size, black, and oblige.

"Enclosed you will find Bank Note which I hope will be sufficient to cover their value.

"Thanking you beforehand, I remain, Dear Sirs,

"Yours very truly,

"L. A. SOUBLETTE."

## PHILLIPS & WRINCH

MANUFACTURERS

5 Wellington St. West

TORONTO.



# What Buyers Saw and See in the Markets.

Features in Warehouses Visited by the Crowds at the Recent Openings.



ROWDS of buyers in warehouses; merchants looking carefully at stocks; novelties and special lines well displayed. These were the sights in the centres of trade during the past three or four weeks.

A good many buyers inspect, but hold back from placing orders until their return home. They have seen what is to be got, and can compare notes with the store staff before finally deciding. Others, again, have not found it convenient to visit the markets. For the benefit of these THE REVIEW'S representatives have taken a run through leading warehouses with the idea of describing some of the things observed there.

## DRY GOODS JEWELRY, ETC.

In the way of dry goods jewelry the celluloid collar button is the newest and one of the best things out. It has a celluloid shank and back, which will not tarnish or soil the linen. It retails for 15c., and is a good thing. The new "Cushion Grip" hose supporter is another newcomer that will stay. Being made with a felt button and shank, it will not slip or tear the finest silk stockings, nor can it get hard or "cake" like the rubber variety. Phillips & Wrinch report a large order for it from Venezuela. Velvet belts, and those ornamented with turquoise settings are still in good demand. The "Gem" belt holder has become a favorite already. The "Alsatian" bow took a very short time to get into wide use. Its many excellent qualities were recognized at first sight, and it is now an article that is asked for everywhere. Chatelaine bags in leather and beaded effects still sell well. A fancy hat pin to retail for 5c. is good value, and some glass trays and other stands for showing dry goods jewelry are among the novelties that Phillips & Wrinch are doing well on. The popular stones for sash pins and other dry goods jewelry are turquoise and mother-of-pearl. A revival of the old turn-over top comb is likely to occur. Red boot laces are selling rapidly.

## HOSIERY AND OTHER SPECIALS.

Wyld-Darling Co.'s special values in their new hosiery department include boys' ribbed wool hose, Nos., "Jumbo," 192 and 194; in worsted hose, Nos. 198, 200 and 206, and their well-known Nos. 535, 37 and 72, ribbed cashmere goods, with extra special knees, all sizes, again in stock. They report a good demand for ladies' and children's underwear, in ribbed and plain goods, No. "Special," to retail at 25c., and No. 65, to retail at 50c., being extra values. In knitted goods there is a large assortment of popular-priced goods, in hoods, toques, clouds, fascinators, infants, booties and wool mitts. Two special lines are shown in ladies' waterproof coats, latest shape, in navy blue, and children's, in fawn color. Flannellette embroideries, extra value, to retail at 5c., all colors. New patterns in valenciennes laces and galloons for dress trimming are now in stock.

## POINTERS FROM A BIG PLACE.

A look around the big Montreal warehouse of The W. R. Brock Co., on St. Helen street, rewarded the observer. In

the print department were seen a lot of scarce patterns in printed wrapperettes. As to white blankets, a new shipment of "St. Helen" was being opened out, and the finish of these goods is reported better than last year. The warehouse is all ready for Christmas trade in men's neckwear, handkerchiefs, handkerchief sockets, etc., the patterns and designs being novel and handsome. There are special jobs in flannellette and cambric embroideries. Flags and bunting are to be had in great quantities. Novelties in sildes and buckles, also stickpins, are in stock. A fine line of black applique trimming, also 27 inch velveteens, will interest buyers.

## SOME NOTES ON LADIES' GOODS.

The Gault Brothers Co., Limited, showed THE REVIEW a very extensive range of laces for the Spring trade, especially selected from the laces of England, France, Saxony, Belgium and Germany. Their stock of embroideries will be very large, and included will be a number of interesting jobs, as the market was at its lowest point when this firm made their purchases.

With the Gault Brothers Co., Limited, ruffles continue to be steady sellers. New stocks are coming in and keep moving out in regular order. This firm are showing a very large range of ladies' whitewear, especially well finished, and showing good values. This is a new line with them, and they draw particular attention to their corset covers, Nos. S104 and S105, and undershirts, Nos. S197 and S199. Already quite a number of orders have been booked in these lines.

The Gault Brothers Co., Limited, are sending out only a limited range of staple blouses for next Spring; their novelties will not be out for a few weeks. In this same department velvet ribbons continue to be a strong feature, as well as sequin nets and beaded sequin galloon gimps. As this bids fair to be a great tobogganing year in Eastern Canada, this firm are preparing for a big rush for toques, sashes and mitts. A big stock of chatelaine bags is now coming in. Repeat orders of fancy white handkerchiefs will be in stock in a few days. Box handkerchiefs are a feature.

## SKIRTS FOR \$1.35 RETAILING.

THE REVIEW noticed in the stock of S. Greenshields, Son & Co. a special line of ladies' flannelette wrappers to retail at \$1. The trade would do well to make a special examination of the "Leader" skirt to retail at \$1.35, of which the travellers are carrying samples. A large quantity of this line has been bought, and can be delivered at once. There is another special line in black and colors to retail at \$1.75.

## THE LINEN TRADE.

Linen goods during the past month have been very active, and large sales are reported, which is partly accounted for by the further advance in price of all linen goods which will take place during the next few months, as the latest reports from the Old Country state that the flax crop of the past season was practically another failure. Wyld-Darling Co.'s buyer, who has just returned from the European markets, was fortunate in picking up some clearing lines in towellings, napkins, canvas, tablings, etc., which are now selling at 25 per cent



# The Anglo-Scotian Mills

LIMITED

Manufacturers of

## LACE CURTAINS

Single and Double Borders.

**HOSIERY.** Silk and Cashmere.

**SHAWLS.** Silk and Wool.

ALL the goods we sell are **MADE** and **FINISHED** in our own factories

AT

*Beeston and  
Chilwell* } *Notts, England.*

Canadian Representative:

**J. H. PARKHILL,**

207 MCKINNON BUILDING  
TORONTO



# K. Ishikawa & Co.

Main Office:

Yokohama

Japan.

Canadian Office:

24 Wellington St. W.,

TORONTO.

## WINTER IS AT HAND

The winter season with its snow and slush is approaching. It's none too soon to look after your stock of

## RUBBERS

and make inquiries where you can buy to best advantage. We feel confident that the quality of our stock and prices will meet your ideas. Why not send for our Rubber Catalogue? It will interest you.

We sell "Maple Leaf" Rubbers.

**The Campbell  
Shoe Co.,**

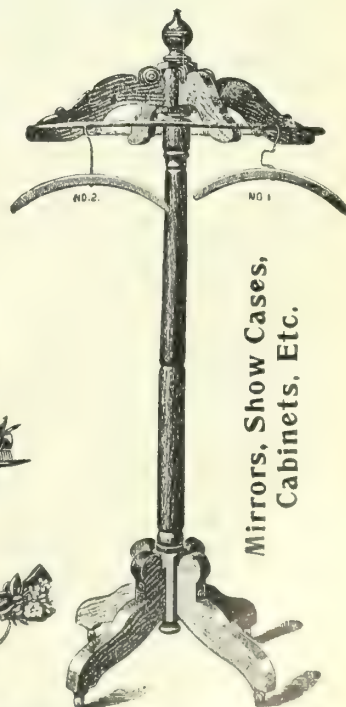
129 St. Andrew St.

Quebec

## DISPLAY FIXTURES

OF EVERY  
DESCRIPTION.

In Wood, Nickel, Wax,  
Papier Mache, Etc.



Mirrors, Show Cases,  
Cabinets, Etc.

Write us for our  
large 100-page  
catalogue, con-  
taining every kind  
of modern  
Display Fixtures.

CLATWORTHY & CO., 46 RICHMOND ST. W., TORONTO



**WHAT BUYERS SEE—Continued.**

below present prices. They are making a big thing of handkerchiefs for the Christmas trade, carrying more than ever before. The demand in plain hemstitched ladies' and men's sizes in handkerchiefs is for  $\frac{1}{8}$ ,  $\frac{1}{4}$  and  $\frac{1}{2}$  in. hems. The wider hems seem to be out for the present.

**SAMPLES FOR SPRING 1902.**

It was announced that by the time this issue reaches our readers Kyle, Cheesbrough & Co. will be on the road with a fine range of blouses, wrappers, skirts, parasols, whitewear, lace and embroideries for the Spring of 1902. Their range of blouses contains about 110 samples, and is very complete, while the whitewear comprises skirts, chemises, drawers, corset covers and nightdresses in great variety.

This firm report that they have taken exceptionally large orders for Spring laces, and they seem to be holding their reputation for style in this line.

**LINE TO RETAIL AT 25 AND 50C.**

What might be called a "still hunt" after retailing lines at 50 and 25c. was conducted in the Toronto warehouse of The W. R. Brock Co. For 25c. retailing the following were discovered: Black ringwood gloves, B186; black cashmere gloves, B9, B141; men's fancy wool gloves, R129, B190; Men's black wool gloves, R131; ladies' vests, "Barnard" and "Brownie"; men's cashmere socks, "Brocknit"; men's wool socks, heavy gray ribbed, Scotch; plain cashmere hose, "Goodnuf"; ribbed cashmere hose, "Dutel," M40, M50; fleeced cotton hose, "Cozy" and "Job"; men's derby ties, VV; wool fasciators, T8; ribbed wool hose, "Barmouth," "Pegtop"; plain wool hose, WJC; ladies' ribbed drawers, P45, C50; lined leather mitts, men's, TR, TF. For 50c. lines the following: Plain cashmere hose, TCB, 706, Job; ribbed cashmere hose, AE, 98; black ringwood gloves, B187; men's flowing end ties, VV; lumbermen's sox, "Maple"; lined kid gloves, men's, "Govey," C9, C10; flannelette nightgowns, A16; flannelette shirts, men's, "Lochlomond"; ladies' vests, "Tip-top," P57; ribbed worsted hose, "Turgive" and "Toe-proof"; ladies' drawers, C108, P47.

**DEMAND FOR JAPANESE TAFFETAS.**

The demand for Japan taffetas is a great one. The good wearing qualities, its finish and appearance, as well as the popular price make it a leader on every silk counter. The Japanese firm, K. Isikawa & Co., are having immense sales on almost every color in 20, 23 and 27-inch goods. Their range of Christmas trade novelties should appeal strongly to the dry goods dealers, especially in the handkerchief, ties and art embroidered goods. A high-class of cushion tops are now popular. Elaborate hand-embroidered goods sell remarkably well. In ladies' embroidered handkerchiefs, white, black and colors are all good. The lines most sought for in ladies' ties are fancy print and stripe effects. Some new French ties are attractive. They have white silk centres, the ends being printed in applique effect. Other rapid sellers are ladies' navy ties with white borders, and white ties with red borders.

Spring orders for Japan and China mattings are coming in very satisfactorily from the Lower Provinces, and the Ontario trade is now placing a good number of orders with K. Isikawa & Co., who have just received samples of all the latest novelties which they have added to the stock.

**DRESS FABRICS.**

There is nothing sensational in the dress goods departments. The W. R. Brock Co., Toronto, report extra good

business in the following lines: Imperial—Camels hair, homespun, venetians and box cloths. Victorian—WD42, WD43, J8 serges; 400, 500, JA22 colored velours; JA28, J71, J72 satin cloths; J57, WD76, WD65 poplins; TH 1, JA29, J77, J75, Z287 venetians; AM4, FPI amazons. The above brands, "Imperial" and "Victorian" are trade marks of the Brock Company, and are guarantees of excellence of quality, finish and durability. This same company claim to be doing a very large trade in fancy black materials, and amongst their extensive ranges, draw special attention to the following numbers: Z285, J78, J71, D8, G482, JA18, FM2, FM4, FM5, FM8, G543, G544. A few odd clearing lots in plain and fancy materials are well worthy of note, and are being quickly picked up by bargain-hunters.

Eighteen ranges of job silks, being offered by the Brock Company, are decided snaps and include some of the newest patterns and makes for the Fall season. Amongst them will be seen fancy checks and stripes, Paisley, Dresden and Persian patterns, printed foulards, broches, etc. They are still able to do a few more pieces of their special all silk Taffeta, to retail at 50c., and their Jubilee peau de soie.

Among the month's specials a few in the dress goods department of Wyld-Darling Co. are particularly worthy of notice, the "Victor" serge, 56 inches wide, which can be retailed for 75c.; and the "Imperial" serge, 42 inches wide, to retail for 50c. Then there are two special members of colored cashmere retailing for 37½c. and 50c., in all the colors. Cheviots are being shipped from this department in immense quantities, blues, blacks, greys, fawns and browns being the leaders. Homespun are also moving rapidly. Some black whipcords, to retail for \$1 and \$1.25 are in great demand. Meltons in extra quality are shown to retail for 25c. They are, of course, being picked up in a hurry. Other rapid sellers here are black peau de soie silk, black satin, satin merve, surah. All are in a range of prices.

In John Macdonald & Co.'s, the famous "Crescent" brand black dress goods is very much in evidence. In black and colored dress goods, their stock is fully assorted in the following popular textures: Pirle finish and face cloths, Amazons, corkscrew weaves, poplins, Biarritz, satin cloths, homespun, French flannels in plain colors, stripes, figures and polka dots, and a very choice range of light grounds in silk stripes. Silk mixture checks; black, navy and colored serges. Black silks in taffeta, peau de soie, bengalines and failles, from 37½c. up, are shown; black silk velvets from 37½c. up, velveteens, "Imperial" brand, all shades now in stock, and all prices in black.

Speaking of ribbons, a new line in taffeta, both black and colored, is in great demand; also a new line in reversible silk and satin ribbons, which is largely used for ties and bows. As to hosiery and gloves, three ranges of ribbed wool hose in all sizes from 6 to 10; plain cashmere hose, \$3, \$3.60 and \$4.50, and ribbed cashmere hose, \$2.25 up, are the features. A full range of women's, misses' and children's vests, from \$1.25 to \$9, are shown, and a full assortment of cashmere gloves from \$1.25 up. Valenciennes laces and insertions, all widths and prices, are in this department.

One of the "cutest" little trade mementos is a small vest pocket celluloid case of sticking plaster issued by John Macdonald & Co. It is artistic as well as neat and useful. On one side is a well groomed horse "at your service," and on the other a suggestion to "stick to the old house." They are free to dealers who ask for them.

# Xmas Trade.

## NERLICH & CO.

Wholesale

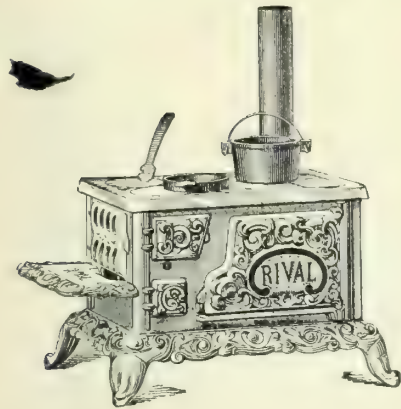
### Fancy Goods.

DOLLS, TOYS,  
NOVELTIES,

CHINAWARE,

GLASSWARE,

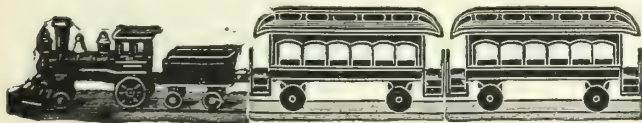
SUNDRIES.



Our line of Toy Stoves in OXIDIZED finish will interest you. (Listed in our new catalogue.)



The Sheet Steel Toys listed in our new catalogue offer the biggest values on the market.



Iron and Steel Combination Trains are the latest in indestructible toys. Have you seen them?



Get our prices on Masks.

Our Travellers are now on the road with complete lines of samples.

*Write for Catalogue.*

**DUKE OF YORK**  
Celebration.

Flags

Get our quotations  
before placing  
orders.

Flags

# Nerlich & Co.

146-148 Front Street West,

(OPPOSITE UNION STATION)

• • • TORONTO.



# Waists

Silk, Cotton, Flannel,  
Cashmere and  
Velveteen.

**A**LTHOUGH some manufacturers report that they are filled with all the orders they can accept for the next three months, as a general rule we find that dealers have not placed heavy orders for Fall waists. Nevertheless, they are buying with a certain amount of freedom, and all the manufacturers are busy. In fact, we notice several continued advertisements in the daily papers for machine hands. When the real Fall trade comes on we can, then, only expect a repetition of the Spring rush and inability to give goods when they are wanted.

Against this eventuality we would warn our readers. This warm weather will not, cannot, last long, and the chilly blasts should not be the first warning that will lead the dealer to place his order for silk and flannel waists. These goods cannot be made up in a day, and the factoryman should have at least a month's grace to fill an order. Indeed, we doubt now whether there are many factories that can fill a large order in that time, except those few that make a special business of it.

Styles do not show any great change, although the manufacturers are always hitting upon some little changes. But the principal features remain unaltered. Needlework leads, because it must bring its own price and cannot be "home-made." Hemstitching maintains its premier position also, closely followed by pin tucking. A good effect is also produced by the combination of both tucking and hemstitching; in fact, these styles are the most popular. Braiding is still used at times, but some people adjudge it heavy, and it cannot be easily executed. Buttons will be seen on all waists, flannels and cashmeres with fish-eye pearls, and silks with velvet and crochet buttons, and a small assortment with the smoked pearl.

The trimmings on waists, as we have said before, lean towards the applique, more especially in silk waists, with fine silk applique to contrast. The styles admit of this class of trimming and the effect is very striking, embroideries and laces being very stylish.

Actual effects in new waists are with few exceptions on the biadere style, which admits of a greater variety of combinations, giving the designer the entire front of the waist to embellish at pleasure. One style we have seen this month was of grey taffeta, all-over tucking, vest of white and applique down revers, with ecru lace collar over white stock, inserted silk in sleeve, with belt to match, giving one of the prettiest effects we have seen this year.

In flannel or cashmere, velvet ribbon is still used extensively. The straps in front, on sleeve, cuff and stock finished off with a velvet button makes a very attractive as well as cheap waist for Autumn wear. These can be worn without a coat as they are heavily lined.

We notice that manufacturers are steadily adding more incidentals to the waist. Early this Fall they began to supply not only collars but also nice little ties to match. Now we see that one manufacturer at least is presenting a belt with each of his waists. This policy is highly commendable. It increases the price, most certainly, but, how much more attractive it makes the waist to present it in its complete form! What an important effect these incidentals give!

## SPRING BLOUSES.

There is a decided hesitation this year among manufacturers and wholesalers to show Spring blouse samples early in the Fall. Some absolutely refuse, others go half way, others do not fear to plunge. The radical changes of the past two years proved expensive and the timidity seems to be well justified. But, whether it is necessary this year is another question. Certainly this holding off will lessen the number of jobs.

## NOTES FOR BUYERS.

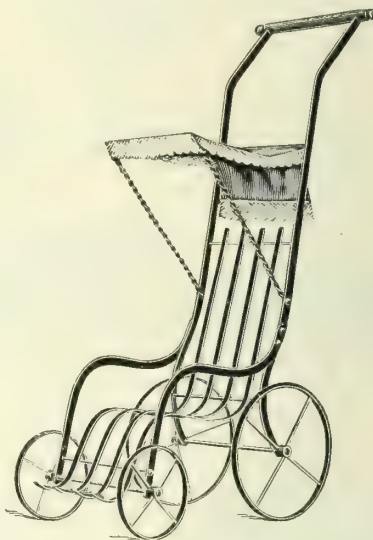
The manufacturers of "Salem" waists have their waists out and report good business. They report heavy demand on cashmere waists, with velvet and applique effects.

The W. R. Brock Co., Montreal, show a complete range of blouses, wrappers, fiannellette underwear, aprons and pinafores, and report a splendid trade in all these lines.

P. M. Lemaistre leaves for New York in the course of a few days to work up designs with their resident New York designer and promises some "up to-the-moment" effects in waists for snowy weather.

## TOY AND FANCY GOODS TRADE.

Nerlich & Co.'s, Toronto, new catalogue of Christmas fancy goods, toys and novelties is now ready to mail, and will be sent promptly to dealers upon request. Nerlich & Co. are showing some novelties in toys which dealers will like to know about. "Horse and rider, bell toy," is a large and attractive line at its retail price of 15c. each. The entire toy is of metal, and its unique bell-ringing mechanism and galloping motion make it very attractive. The big successes last season in flat-steel wire toys in baked enamel finish has resulted in the production of some new lines. We illustrate the doll go-cart intended to sell at 75c., and saw in the sample-room a smaller size at a price that would allow the dealer to sell it with good profit for 40c. each.



## EARLY CLOSING AND CASH SYSTEM.

THE REVIEW had a chat the other day with Mr. J. A. Stewart, of Exeter, on his way through the city. Mr. Stewart is a bright man, with all the makeup of an enterprising merchant. "Early closing?" he said. "Oh, yes, we go in for that, closing down at 6.30 each evening, except Wednesday and Saturday. I do not find that we lose any trade by it. Even if the other stores do not go in for it, I am convinced it is the best policy. We shall not go back to night work, and my view is that, if merchants will advertise to the public the intention to close, so that customers may know about it, no loss of trade will result. Do I regret having gone in for the cash system? Not for one moment. But it must be remembered that one price is the backbone of the cash system. Without that, I do not know how it would work."

## HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " " .....             | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " " .....             | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |

## ELDER, DEMPSTER &amp; CO. ROYAL MAIL STEAMER LINES.

Consisting of 126 Steamers Aggregating 450,000 Tons.

## BEAVER LINE

Regular Weekly Service between Montreal and Liverpool.

| From<br>Liverpool. | STEAMERS.            | From<br>Montreal. |
|--------------------|----------------------|-------------------|
| Tues., Aug. 27     | LAKE ONTARIO .....   | Friday, Sept. 13  |
| " Sept. 3          | LAKE CHAMPLAIN ..... | " " 20            |
| " " 10             | LAKE MEGANTIC .....  | " " 27            |
| " " 17             | LAKE SIMCOE .....    | " Oct. 4          |
| " " 24             | LAKE MANITOBA .....  | " " 11            |
| " Oct. 1           | LAKE ONTARIO .....   | " " 18            |
| " " 8              | LAKE CHAMPLAIN ..... | " " 25            |
| " " 15             | LAKE MEGANTIC .....  | " Nov. 1          |
| " " 22             | LAKE SIMCOE .....    | " " 8             |
| " " 29             | LAKE MANITOBA .....  | " " 15            |
| " Nov. 5           | LAKE ONTARIO .....   | " " 22            |

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

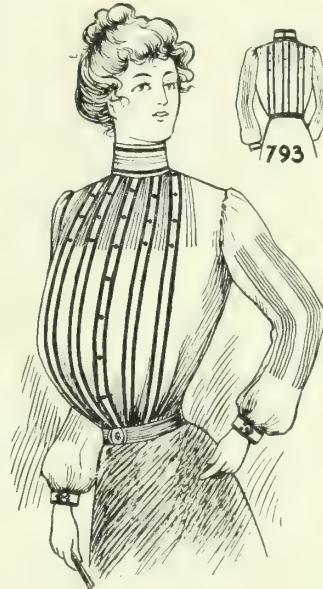
FIRST CABIN—Single, \$47.50 and upwards. Round Trip, \$90.00 and upwards. SECOND CABIN—Single, \$35 and upwards. Round Trip, \$68.88 and upwards. According to steamer, location and number of persons in room.

STORAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

ELDER, DEMPSTER &amp; CO., 6 St. Sacrament St., Montreal.

THE  
New York Silk  
Waist Mfg. Co.

10 ST. HELEN ST., MONTREAL.



The only  
**Exclusive**  
Waist House  
in Canada.

**793**—Best French flannel, tucked front, back and sleeves. Body yoke style in cluster tucks. New tucked Bishop sleeve, waist all tucked in baby ribbon.

**\$2.00**

THE

CANADIAN COLORED  
COTTON  
MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO

DYEING  
DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks,  
Cottons and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

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Technical, Chemical Dyers and Finishers.

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Principal Offices—215 McGill St., Montreal.

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123 Bank St., Ottawa.

47 John St., Quebec.

Reliable Silk Waists.

American Silk Waist Mfg. Co.

MONTREAL.

THIS IS OUR TRADE MARK



ATTACHED TO EVERY WAIST.



# MOST SUCCESSFUL.

*We tender our best thanks to the hundreds of buyers from the different Provinces who were present at our Millinery Opening and left such substantial proof as to the correctness of our stock.*

*Our Opening trade, both in Millinery and Mantles, was the heaviest we have ever had.*

## *Buyers off to the Markets.*

*Our European and American buyers are now in the different markets looking up novelties for the Assorting trade.*

## *A Word as to our Manufacturing Department.*

*This department has also shown wonderful signs of activity, we having booked this week sufficient orders to keep our factory going night and day for the next six weeks. New models are added to our collection as soon as they appear. We keep in close touch with the British, Continental and American markets, and are, therefore, in a position to know what is going on in the world of fashion and to govern ourselves accordingly.*

*It makes no difference in what part of the Dominion you are doing business—you can depend upon our stock for the right goods—therefore, the goods you require.*

*All mail and sample orders receive our prompt, careful attention.*

*Yours truly,*

**S. F. MCKINNON & CO., Limited**

Cor. York and Wellington Streets, TORONTO.

230 McGill Street, MONTREAL.

# Canadian Millinery Review.

Autumn Season, 1901.

## THE MILLINERY OPENINGS.

THE millinery openings are over. Probably never in the history of the Canadian trade have they been so successful. All the houses report a magnificent success.

The feeling throughout the country is evidently very satisfactory, and buyers have visited Toronto and Montreal from all parts of the Dominion. There were more buyers from the Northwest this year than for several seasons. Evidently the crop outlook is to be a great impetus in the trade, and in no department of it is the effect more perceptible than in millinery.

The hats are very stylish and are trimmed with an elaborate use of costly materials, which quite surpass previous creations in this market. The Duchess of Devonshire hat, copied exactly from the recovered picture, by Gainsborough, has been called for in all parts of the country, and black hats, generally, have been in much demand. So, too, of black and white effects. As we indicated in our last issue would be the case, velvet has had a great run, and out-distances other materials. Ostrich feathers and ostrich trimming have proved as popular as was expected. The lace effect shown in the "court" millinery, and, indeed, all the styles that were shown under that name, have proved highly popular. The felt materials, with lace appliqued, are also seen on many hats, and breast wings, which are light, and yet have the appearance of warmth, are also freely used. It may be said of all the bird effects, even the green parrot, that they are a strong feature.

\* \* \*

## S. F. MCKINNON & CO., LIMITED, INTERVIEWED.

When a representative of "The Review" called at the warehouse of S. F. McKinnon & Co., Limited, on Wednesday afternoon, the third day of their opening, the whole building was alive with buyers and busy salesmen, and every available place to put parcels seemed to be taken up with goods ready to be shipped.

A member of the company, when asked how the opening trade had been, answered with a smile of satisfaction—"Most satisfactory." "Of course," he said, "our business is extending from season to season, and we expected and made provision for a larger trade than on any previous opening occasion, and our most sanguine expectations have been more than realized. Buyers have been here from every Province of the Dominion. One very noticeable feature with the attendance was the large number of buyers from a distance, many of whom had not attended any previous openings in Toronto. This is particularly applicable to buyers from Manitoba, Northwest Territories, British Columbia, Quebec, and the Maritime Provinces, while Ontario, as usual, are all here in a body. This opening occasion gives stronger proof than ever that Toronto is the recognized headcentre for millinery, millinery novelties and ladies' tailor-made jackets, costumes and skirts."

"The Review" asked if they found much difficulty in getting such an army of buyers properly waited upon? Mr. Guthrie said, no, that with their seventeen travellers extra on deck they had a very large force of first class salesmen, therefore did not suffer much in that direction. Our friends are not slow to take in the situation and bear with us pleasantly in handling the large crowd.

"In speaking of the goods, let us consider the hats first: outing or ready-to-wear hats have been in great favor with all classes of trade and promise to be very much sought after for early Fall trade. Camelhair effects, both in outing and dress shapes, are leading features in the hat class and very stylish. In felt-dress shapes the styles are very becoming. The large Gainsborough shape is out for the season and certainly nothing looks better, particularly when worn by tall, stylish girls, such as our fair Canada is famed for."

Leading features in that which goes to make up stylish millinery and the most popular are rich black and colored silk

velvets which give great promise. Panne velvets also look healthy. Plain and fancy felt and beaver cloths are a distinctly new and winning feature. Many elegant stitched and embroidered novelties are being used in the manufacture of swell millinery, such as we have sent to all parts of the Dominion to serve as models."

"One of the richest and most favored materials in our convincing collection is a panne velvet in peacock feathers and Dresden designs to imitate hand painting. Last, but not least in this class, is fancy ribbons, twelve inches wide, in elegant embroidered and floral designs, rich, stylish and popular. Many add to this lace applique, which has a charming effect on black and colored velvet hats."

In walking through the field of hat adornments popular favor at once points to breasts, and here the trade are safe beyond speculation. Pheasants' breasts in natural shades of ruby or of brown; also black, white, and black and white. Large birds, gulls and parrots are right in the swim. Pom-poms in black, white, black and white and white and black are good. Long ostrich feathers are making a strong and successful fight—let buyers keep their eye on black and white ostrich feathers. Buckles and ornaments in abundance must lend to velvets and other materials so much used."

"You might let the trade know that our stock got a great shaking up, but our foreign and American buyers are now in the markets providing for the assorting trade, and in the meantime repeats of many popular and pronounced lines which were cabled for are daily coming to hand."

"Not only have we had an extraordinary opening trade in millinery and millinery novelties, but also in our manufacturing department. The fame of our ladies' tailor-made jackets, costumes and skirts has spread as wide as the Dominion. Many attending our opening who had not previously seen our productions, will this Fall gladden the hearts of the ladies in their particular neighborhood by giving them an opportunity of wearing McKinnon-made garments. Do you know that there is no article of ladies' wear which she is so particular about as her jacket, and it makes no matter how good the cloth or expensive it may be, if it does not fit perfectly, it has no value or merit in it for her, and she will never be truly happy while she has to wear it. McKinnon-made jackets possess all the qualities of perfection, but fit and finish are their crowning features. Full sail is up in our factory, and all orders will be delivered on time. If you are a buyer of ladies' jackets, costumes, or skirts and have not seen our garments, we would like to meet you and put you on a level with the Dominion leaders."

"Our opening in Montreal has been running concurrently with our opening in Toronto, and there, as well as here, a most satisfactory trade has been done. Just say thank you to the trade."

\* \* \*

## THE D. McCALL CO.

The D. McCall Co. were never better satisfied with their Fall opening. From morning till night the warerooms were thronged with visitors, and the firm's assortment of millinery this season was agreed to be a very beautiful one. Chenille were probably the feature of the opening in the made-up hats.

Besides the chenille alone, a number of combinations proved themselves popular, among them, felt and chenille, aspen and chenille, and a mohair crown, interwoven with silk chenille, was very well liked. Among the trimmings a new colored lace, called "Fecelle," much like the renaissance lace, was much used, as also were liberty ribbons. A new green is in wide use. Some pretty combinations that will be much seen this season are castor, cream and blue, castor and brown, black and white, and greys.

Almost all kinds of feather trimming were liberally taken,



**MILLINERY—Continued.**

wings, breasts, birds and ostrich feathers being particularly good. Satin sorrel, the new fabric, is already popular.

In shapes, Gainsborough and Napoleons—made of camel's hair hats were in the lead. All the hats were made with a deep dip in the back.

There are not many new things out this season, but the effects produced by new shades and combinations were very pretty and seem to take well.

\* \* \*

**WILLIS, NELSON & CO., GLASGOW.**

Few mercantile houses have attained so high a position in their own particular department of industrial activity as has the great firm of straw hat and bonnet manufacturers known as Messrs. Willis, Nelson & Co., whose magnificent premises on Queen street, Glasgow, well befit the important character of the firm's vast mercantile operations.

The business of Messrs Willis, Nelson & Co. was originally founded at Luton, in Bedfordshire, some sixty years ago. The founder of the concern was Mr. William Willis (whose eldest son is the eminent King's Counsel), a gentleman who, after a long period of most successfully conducted business enterprise, retired some years ago in favor of his partner, Mr. Nelson, who now actively conducts the affairs of the concern under the same trading designation as has characterized it for the past quarter of a century. The warehouse of the firm comprises a four-storey building of large proportions, the basement of which is chiefly devoted to the purposes of packing, invoicing, and returns. The first floor is a magnificent apartment—or rather a series of apartments—occupied by the flower and feather department. Here will be found a valuable assortment of French flowers, in mountings and grasses, English colored flowers, mourning flowers in silk, crape, jet, etc., ostrich feathers, fancy ostrich plumes and aigrettes, wings and fancy feathers, leaves, bridal flowers, and many other articles of a kindred character. Ascending to the second floor by a handsome staircase, we reach the straw hat and felt department. This important branch of the firm's business is necessarily of peculiar interest, for it was in the straw hat and bonnet manufacturing that the high reputation of Messrs. Willis, Nelson & Co. was principally acquired. In this department, too, the firm still maintains a decided ascendancy over other Glasgow houses, an ascendancy which they seem well able to maintain in the future as they have maintained it during the past twenty-eight years. The second floor is also devoted to laces, Scotch muslins, lace and linen collars and cuffs, lace curtains, etc. The ribbon and silk department is conducted on the third floor, as also are the departments of infants' millinery, and shapes, and general ladies' millinery. It is needless to say with regard to these departments that they adequately represent all the leading styles of the London and Paris fashion centres. A magnificently representative stock is held, and the utmost field for selection is afforded to patrons. The firm maintain a large and influential connection, not only throughout the United Kingdom, but also in Australia, New Zealand, Africa, Canada, the East and West Indies, and, in short, wherever the civilizing voice of British commerce makes itself heard. The whole of this great organization is conducted with great practical skill, energy, and well-directed enterprise. Mr. Nelson's entire commercial career has been characterized by powerful efforts to secure for his house a permanent supremacy in its line of business, and no one visiting the firm's fine warehouse, and seeing the host of clerks and assistants busily employed in preparing goods for despatch to the "utmost parts of the earth," can doubt that the gentleman in question has eminently succeeded. Mr. Nelson is by birth a Glaswegian, having been born in that city in 1837. Forty-two years ago he became associated with Mr. Willis at his Luton establishment, and he soon gained, by his ability and uprightness, the esteem and confidence of his employer. Mr. Willis entrusted him thirty-three years ago with the control of the newly-established Glasgow emporium, at that time conducted in Argyle street. Some years later, Mr. Nelson was admitted to a well-deserved partnership, and for many years he has played a most conspicuous part in the industrial enterprise of the city.

Mr. Nelson was a member of the Trades House from 1872 to 1882; he was elected Deacon of the Corporation of Skinners in 1870 and again in 1878. He is a prominent member of the Corporation of Maltmen, and ably fills the position of a manager of the Royal Infirmary and the Glasgow Blind Asylum. In every sphere of activity in which he engages, he earns the gratitude and respect, not merely of his fellow citizens, but of Britishers everywhere, who, knowing him, recognize in him a

man well deserving of public confidence and high personal regard and honor.

The firm are represented in Canada by J. Howard Stowe, 28 and 30 Wellington street West, Toronto, and Lister Gill, Gambie street, Vancouver, B.C.

\* \* \*

**SMITH, WHYTE & RUNCIMAN.**

Smith, Whyte & Runciman reported that the millinery opening of last week and the business of the preceding week exceeded their most sanguine expectations. From all points in Canada their warehouse has been thronged by appreciative buyers, and the effect on their large stock is very perceptible, so much so, that their American buyers leave at once for New York to replenish with a new assortment of the most up-to-date lines for the coming sorting season.

Their display of trimmed millinery was very much admired, and many complimentary remarks were made on the excellence and beauty which characterized the whole appearance of their collection. This was distinctly proved by the fact that early on the first day, almost the entire exhibition of pattern hats had found ready purchasers.

It is a noteworthy fact that, although Smith, Whyte & Runciman obtained possession of the warehouse only three weeks ago, and their workroom had been in operation only two weeks previous to the openings, they had been able to place such a collection of new goods before the trade, which speaks well for the energy and business ability of the members of this new firm, who are all men well and favorably known to the millinert trade of Canada.

\* \* \*

**THE JOHN D. IVEY CO., LIMITED.**

In every department of the warehouse of The John D. Ivey Co., a magnificent display was made of both models and materials.

In the showroom where the models were to be seen, the most noticeable was the "Duchess of Devonshire" (after the picture by Gainsborough, recently recovered). This is the "picture hat" par excellence, covered plainly with rich, black velvet, Maltese lace barbe, and four long ostrich plumes on the right side, and bandeau of rhinestones under the brim. The high-class hats shown by this firm are particularly worthy of mention, for they are all taken from the fete celebrated in Paris lately, representing the epoch of Marie Antionette and Louis XVI. These hats are very characteristic and exceedingly stylish. Noticeable among them are "Duchess de Trianon," "Marquise de Trianon," Marie Antionette, "Mde. de Maintenant." In the composition of these hats, velvet, lace, fur, tulle, broadcloth, pearl embroidery and ostrich feathers, breasts and wings are employed. From the "Trianon" shape was evolved a very "chic" early Fall hat called "Port Holes." This is made of cream broadcloth crown in braided plaques and brim of stitched folds of beaver velvet, over which is laced cream and fawn ribbon, through the "Port Holes."

The "Mde. de Maintenant" hat is made of graded plaques of silver grey broadcloth for crown, and draped grey velvet brim, the back of which is veiled with white tulle. Falling over the hair at the back are two handsome grey three-quarter length plumes. "Marie Antionette" is an undulating brim well pointed in front, small "bell-shaped" crown, covered plainly with silver grey velvet and faced with white tulle and real lace; a novelty grey and white wing formed part of the brim, facing grey roses on under brim. "Duchess de Trianon" is a smaller effect of the turban order, with "Continental" front brim of mink fur and crown of shirred pink silk and beaux rose velvet. "Marquise de Trianon" is a large ciel blue velvet hat, over which is draped sequin and lace of so fine a quality as to show the velvet through, faced in ciel velvet in pretty rolleaux with seed pearls intertwined. Two beautiful long black ostrich feathers are the decoration.

Another of these "Court" hats is of fawn taffeta silk and velvet. The brim is a curtain effect at back, cut at each side and laced with narrow black chenille. Both sides of the brim are made of alternate frills of velvet and taffeta: one fawn and one black feather fall toward the back from a "Chou" of real lace at the front. The crown inclines to "bell-shape," and is outlined with mink. Another is a "Roman Turban" of ciel blue velvet and black chenille embroidery and black velvet ribbon lacing. This is an exceedingly "swell" shape. Still another of these high-class models is a cream real lace hat, with rich castor velvet binding, which is "Vandyke." The decoration is elegant silk poppies of castor and serpent green, which entirely decorate one side of the hat. The other side is artistically draped with the same two shades in velvet.

One more of these "Court" hats was seen in "verdigris" green velvet with lacing of chenille and black velvet tabs over a soft draped brim: the black and white feathers, four in number, made a very effective ornamentation. Another strik-

# Wholesale Millinery.

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IN  
THE  
MIDST



Great throngs of buyers have been with us during the past two weeks. Just now we are in the midst of what we expect will be the most

## SUCCESSFUL FALL OPENING

in the history of this business. Our stock in every line is completeness itself. Our Letter Order Department will give prompt and careful attention to repeat orders.

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*THE D. McCALL CO., LIMITED*

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# Fall Millinery.

We are now showing a large and carefully selected stock of new goods for the present season. Our preparations for the **Fall Sorting Trade** are now fully completed, and we will secure a succession of the **Latest and Up-to-date Novelties** as they appear.

Our representatives will shortly be out on their respective routes, when an inspection of their samples will, we are confident, be to the advantage of all intending buyers.

**Special Attention to Letter Orders.**

---

## Smith, Whyte & Runciman

9 and 11 Wellington St. East,

— TORONTO



ing model in this class was "The Admiral," made of ostrich velvet with ostrich feather decoration, and is worn as an admiral wears his hat. It is characteristic of all the specimens of "court" millinery in that each idea is distinctive and there is no similarity or sameness about them.

Many handsome large black hats with ostrich feathers are in evidence. Large birds also play an important part this season. Sometimes whole crowns are made of one bird. The novelty of the season, however, are feather plaques and bandeaux; also entire hats of pheasant plumage. Chenille, sequin and lace are employed very effectively. Breasts and wings are very good.

Taffeta silk and velvet are a good combination for black hats, particularly plain ribbons in soft silk or satin makes, and are mostly used in rosette bunches. The ornaments most in vogue are gun metal with moon-stones, or metal only, rhinestone or rhinestone and steel, combined steel, gilt and jet. It is preeminently a velvet season.

\* \* \*

#### CAVERHILL & KISSOCK.

Caverhill & Kissock, Montreal, say that their millinery opening surpassed their fondest expectations of success. The event could not have passed off more satisfactorily. Their display was warmly admired, and their sales were enormous.

Buyers fell right in with the styles as outlined in last month's "Review," and even the colors are now absolutely

determined. First come black and white, then "Hunter's" green, gold brown, beige, fawns, castors, turquoise and blues, all of which are in the first class. Then in the second class are greys, reseda greens and heliotropes. The great staple of Fall millinery is velvet, panne, plain and Dresden effects, which were all bought freely. Ostrich feathers form the other staple, blacks, naturals, whites as well as a few fawns, browns and greys. A great many fancy feathers are also to be used, such as long quills, breasts, parrots, gulls and grebe birds. Style dictates that the feathers and breasts shall be long to go around one side of the flat hat. The shapes come well over the face.

As for other trimmings in black goods and jets, sequins, chenille effects are strong, while gun metal, silver and ornaments adorn every creation. Ribbons are also fairly good property, particularly velvets and cashmere, Dresden and chamelon effects in wide widths (60 and 80).

Ready-to-wear hats are selling well, with camel's hair felt one of the features. They are trimmed with spot satins, cashmere and Dresden velvets. They are mostly round effects in toques and turbans.

The firm had also a very successful opening in Toronto, where they opened a branch at 50 Bay street. Numbers of milliners called to examine and buy from the well-assorted line of all classes of hats and trimmings. The branch was in charge of Mr. George D. Harper, the firm's European buyer, assisted by Mr. Alexander and Mr. Brignall, their western representatives.

## The "Eastman" ELECTRIC CLOTH CUTTING MACHINE

A MONEY-SAVER FOR THE MANUFACTURER.

Easy and simple to operate—up-to-date. Cuts from 1,000 to 2,500 pairs of pants per day; or 250 to 500 suits per day. Used by the best clothing makers in Canada and United States.

Send for Descriptive Circulars.

**Eastman Machine Co.**

247 Yonge St., TORONTO.

## Are You Satisfied

with the amount of business you are doing? Is your advertising bringing the results you would like? Then put new life, energy and business-bringing attractiveness in your space!

**ADVERTISING PAYS.** That's why all successful business men believe in it.

I will conduct your advertising—any line of trade—and make you a successful business man too. I conduct the advertising department for a million dollar company, the largest up-to-date concern of its kind in the world.

Write for Terms.

**"MY AD-WRITER"**

33 Clinton Street

TORONTO.

Booklets and circulars a specialty.

# "Lawrus" Fabrics.

These Fabrics include a large range of new specialties for the coming season, and include an extensive variety of black and colored, plain and fancy Mohairs for Dress Goods in all grades and can only be supplied by

**Law, Russell & Co., Bradford, England.**

Every yard stamped "Lawrus."

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and at the Windsor Hotel, Montreal, during the months of September and October, with a complete line of new styles for Spring, 1902. We would also call special attention to our various cloths in high-class rainproof goods.

# Willis, Nelson & Co.

Straw Hat Manufacturers . . .  
and Millinery Warehousemen.

Lace, Silk, Velvet and Ribbon Exporters.

TELEPHONE NO 4780.



TELEGRAPHIC ADDRESS,  
"LUTON" GLASGOW.



## Departments

Ribbons  
Chiffons, 2-in. to 42-in.  
Millinery Silks  
Silk Velvets  
Velveteens  
Silk Laces  
Cotton Laces  
Straw Hats and Bonnets  
Velvet and Felt Hats  
Leghorns  
Panamas  
Flowers, Black and Colored  
Feathers, Black and Colored  
French and English Millinery  
Dress Caps  
Jet Bonnets  
Millinery Ornaments  
Cotton Sun Hats  
Cotton Sun Bonnets  
Silk and Satin Bonnets  
Frillings  
Mob Caps  
Cotton and Satin Wares  
Bonnet Shapes

## GLASGOW, SCOTLAND

Agents in Canada

J. Howard Stowe, 28 and 30 Wellington St. W., Toronto.

Lister Gill - Gambie St., Vancouver.

**SPECIAL NOTICE.**—Our representatives are now on the road showing all the newest styles and designs in Ladies' Straw Hats, Flowers, Feathers, Ribbons, Laces and Millinery Materials for **Spring and Summer of 1902.**

Your orders will have the attention of special men in each department who have had exceptional experience in filling orders for the Canadian trade, and our Despatch Clerk loses no opportunity in securing, in every instance, the lowest through freights to destination.



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ESTABLISHED 1798

**NEWY BROS**

MANUFACTURERS OF

**HOOKS & EYES**

105 to 113 BREARLEY ST  
BIRMINGHAM, ENG.

Telegraphic Address Telephone  
PELICAN, BIRMINGHAM. No 1814

PATENT BAR LOOP

PATENT INDENT SAFETY

ORIGINAL SWAN BILL

CENTER SPRING

**GRUBOC**

**COLLAR**

**CANVAS**

IS THE

**BEST**



FOR SALE BY ALL WHOLESALE DEALERS.

# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete  
range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

**W .B. STEWART**

27 Front Street West, TORONTO

## THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

## THE Confederation Life

ASSOCIATION issues policies on all approved plans  
of insurance, and is a prosperous and progressive  
Canadian Company.

PROTECTION FOR YOUR FAMILY.  
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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VICE-PRESIDENTS.

W. C. MACDONALD,  
ACTUARY.

J. K. MACDONALD,  
MANAGING DIRECTOR.

HEAD OFFICE. - TORONTO.

# BATTING

Guaranteed free from threads and other  
weak and lifeless stock.

NORTH STAR,  
CRESCENT and  
PEARL

## COTTON BATTING

Quality for this season still better than  
ever. The best at the price. Made  
of good pure cotton—not shoddy.

Ask for

North Star, Crescent  
and Pearl Batting.

## The Auer Gas Lamp

Money-Back Style.

No. 9

EVERY store-  
keeper who wants  
a brightly lighted  
store should use  
this lamp—it is the  
only one giving  
200 candle power.

IT makes its own  
gas automatically  
and is cheaper to  
run than a center-  
draft oil lamp.

THERE is no smoke  
or smell, of any kind,  
from it.

HUNDREDS of them  
are in use and every one  
is giving satisfaction.



IF THE LAMP IS NOT  
ALL YOU HOPE IT TO BE  
WE WILL CHEERFULLY  
RETURN YOUR MONEY.

WRITE FOR OUR  
CATALOG AND DIS-  
COUNTS.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.



September 1901.

Established 1849.

# John Macdonald & Co.

They are now prepared for the Assorting Trade in every department. Their values, as usual, are the best, and their assortment the largest. They mention a few specialties:

8/4 English Floor Oil Cloths.

6/4 Chenille Covers.

1 1/4 English Quilts (soft make).

Dress Goods, Hosiery, Skirts.

Black Taffeta Silks, Ribbons.

Fancy Wool Knitted Goods.

Overskirts, Underskirts.

Velveteens—"Imperial" Brand.

Black Worsted, Blue Worsted, Fancy  
Worsted Suitings and Trouserings.

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Cloths, in Black and in Colored.

Ceylon Flannels.

6-lb. White Blankets.

46-inch Pillow Cotton (extra heavy).

Men's Underwear, Wool, Union, and  
Fleeced Lined.

1,000 Dozen Men's Braces.

Easy Terms,  
Liberal Cash Dis-  
counts,  
Prompt Attention.

Wellington and Front Sts.  
East,

**TORONTO.**

Filling Letter  
Orders  
a Specialty.



VOL. XI

MONTREAL AND TORONTO, OCTOBER, 1901.

No. 10

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

**TIDSWELLS**

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

EVER-READY DRESS STAYS

PRE-EMINENT DRESS STAYS

ALL-RIGHT DRESS STAYS

ALPHA DRESS STAYS

These names are a guarantee of Quality.

**F. L. COPELAND & CO.**

successors to

THE EVER-READY DRESS STAY CO., Limited.

WINDSOR, ONT.

**You Make No Mistake**

— IN BUYING —

**Priestley's Dress Goods**

They are always good sellers. Popular with ladies and  
widely known for their wear and quality of finish.

**S. GREENSHIELDS, SON & CO.,**

Sole Agents for Canada.

**MONTREAL.**



Sorting Season. Stock Most Attractive.

# WYLD-DARLING

COMPANY, LIMITED.

ENLARGED PREMISES.

GREATER FACILITIES

Dress Goods, Wrapperettes, Silks, Linens,  
Embroideries, Laces, Gloves,  
Hosiery, Underwear.

GREAT ASSORTMENT. BEST VALUES.

**LINENS**—Stock replete, Tablings, Napkins, Towels, Damask Cloths, etc.

**VENETIANS, POPLINS, CHEVIOTS, SOLIELS**—Correct styles and values—all qualities.

**"VICTOR" SERGES**—Black and Navy, 56-inch.

**CAMBRIC EMBROIDERIES**  
Spring, 1902

Extra values in Cartoon lots. Assorted designs to retail 5, 8 and 10c. Samples now with travellers. See them before placing your orders.

**MEN'S UNDERWEAR**—Light, heavy and medium weights, plain natural, Shetland, fancy striped and unshrinkable ribbed wool goods—all prices.

**LACES**—New patterns, Valenciennes Edgings and Insertions. Latest novelties in Black Silk Galloons.

**WRAPPERETTES**—Domestic and imported—Choice patterns.

LETTER ORDERS  
PROMPTLY SHIPPED.

WYLD-DARLING CO., Limited, Toronto.

THE  
**St. Thomas Import Co.,**  
ST. THOMAS, ONT.

IMPORTERS AND  
JOBBER'S OF

Hosiery, Underwear, Mitts,  
Gloves, Flannels, Wrapperettes,  
Sheetings, Cottons and General  
Dry Goods, Handkerchiefs  
... of all kinds ...

A FULL LINE OF SMALLWARES ALWAYS  
... IN STOCK ...

SEE OUR

Scotch Knit Underwear, and Fleece  
Shirts and Drawers for Men.



The following Representatives  
will look after our interests  
for the coming Season:

W. C. LAWRENCE, British Columbia.  
H. L. SILVER, Manitoba and Northwest.  
D. W. McBRIDE, Western Ontario.  
GEO. D. PELLETIER, Northern and Eastern Ontario.  
E. A. BOWDEN, New Brunswick and Quebec.  
J. HECTOR ZINCK, Nova Scotia and P. E. I.

The most complete and cheapest line  
ever shown.

**ROBERT C. WILKINS, Montreal**

Manufacturer of

Shirts, Overalls, Pants, Summer Clothing, Outing  
Clothing, Ladies' Tailor-Made Skirts, etc.

# **S. GREENSHIELDS, SON & CO.**

**MONTREAL**

This Month our travellers will show for the Spring  
**Carpets and House-furnishings**

**Men's Underwear,**

**Woollens and Tailors' Trimmings,**

**Dress Goods, Ladies' Cloths in all  
fashionable shades, and**

**Novelties for Christmas Trade.**

**Special Embroideries.**

Our stock is now very large and complete

in all DEPARTMENTS

for **Present Delivery**



# RYLANDS & SONS

LIMITED

## MANCHESTER, ENG.

Cotton  
Spinners

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Merchants

• • • •

Manufacturers



Bleachers

• • •

Dyers

• • •

Finishers

### Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

## Capital, \$14,500,000. Employees, 12,000

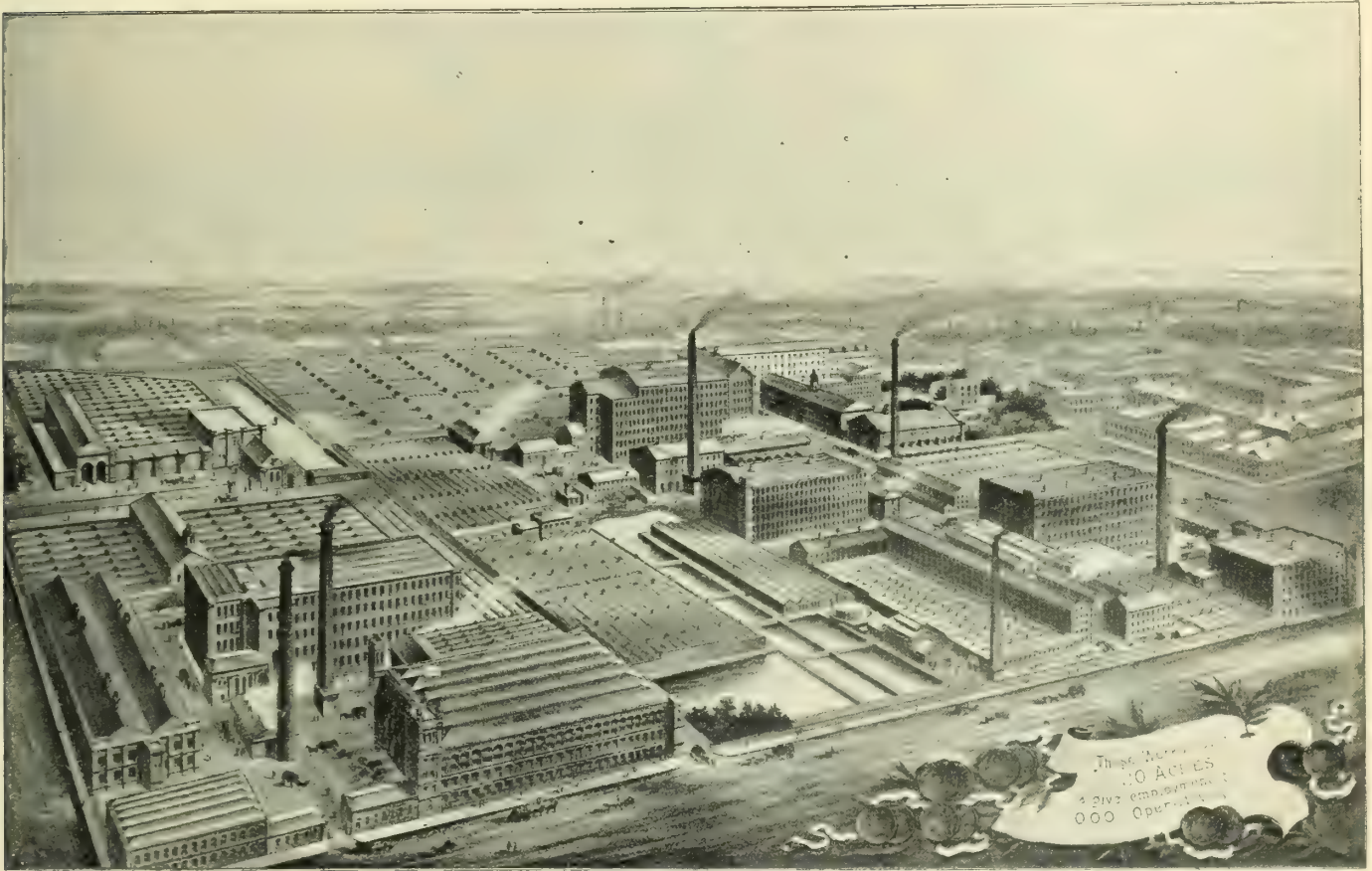
### LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign  
Fancy Dress Goods, British and Foreign  
Silks and Velvets  
Velveteens  
Irish and Scotch Linens  
Table Damasks, Towels and Tray Linens  
Muslins, Curtains and Handkerchiefs  
Flannelettes, Hosiery  
Flannels and Blankets, Quilts  
Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings  
Oxfords, Harvards, Galateas  
Dyed Linings  
Floor Oilcloths  
Laces  
Prints and Cretonnes  
Shirts, Underclothing  
Ladies' Blouses  
Boys' Blouses and Sailor Suits  
Umbrellas, Gloves

# Horrockses, Crewdson & Co.

## COTTON SPINNERS AND MANUFACTURERS. LIMITED



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, 107 PICCADILLY, MANCHESTER,**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

PRIZE MEDALS, LONDON  
 GOLD MEDALS, PARIS  
 DIPLOMA OF HONOUR, VIENNA  
 GOLD MEDAL, CAPE TOWN  
 DIPLOMA OF HONOUR, LONDON

1851, 1861  
 1867, 1878  
 1873  
 1877  
 1884

GOLD MEDAL, CALCUTTA  
 GOLD MEDAL, LIVERPOOL  
 GOLD MEDAL, EDINBURGH  
 FIRST AWARD, ADELAIDE  
 FIRST AWARD, MELBOURNE

1884  
 1886  
 1886  
 1887  
 1888

**GRAND PRIX, PARIS, 1900.**



# The Celebrated C.B. Corsets

(Patented  
and  
Registered)

## ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets  
represent a  
standard of  
excellence to  
which lesser-  
known cor-  
sets do not  
pretend.



The many, if  
unsuccessful,  
imitations of  
C.B. Corsets  
form flatter-  
ing testi-  
mony to the  
sterling merit  
of the latter.



Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

**SOLE MANUFACTURERS:** Charles Bayer & Company

Victoria Buildings, Golden Lane, London.  
31 London Wall and London Wall Avenue, London.  
Albion Stay Factory, Bath, England.  
Victoria Stay Factory, Bristol, England.  
Ideal Stay Factory, Oldland Common, England.  
Baystar Stay Factory, Landport, England.  
Imperial Stay Factory, Portsea, England.  
Star Factory, Londonderry, Ireland.  
Flinders Lane, Melbourne, Australia.  
Barrack Street, Sydney, Australia.  
Wellesley Street East, Auckland, New Zealand.

**SOLE AGENTS FOR CANADA:**

**J. Hird & Co.**

232 McGill St.

**MONTREAL.**

# STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

“Hibernia”

Hand



Made



“Sterling”

Lock



Stitch

## UNDERWEAR

For Ladies and Children.

Baby-Linen

Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

## CORSETS



“Alpine” Natural Underwear  
for Ladies and Children.

FACTORIES —

London, Strabane, Londonderry.

128 London Wall

**LONDON,** E.C.

Catalogues supplied on application.





# Novelties!      Novelties!      Novelties!

## IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

### Hitchcock, Williams & Co.

SIR G WILLIAMS

F. G WILLIAMS

H. WILLIAMS

A. T. WILLIAMS

#### WAREHOUSES

Canadian Representative...

**Mr. Cawdell.**

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

**MANUFACTORIES, Warwick Lane and Paternoster Buildings.**

## Faded Goods Won't Do.



Every dry goods man and milliner knows this. Yet many allow their shelves to be cumbered with this kind of stock—and lose money through it.

The wide-awake merchant sends such goods to these works and has them redyed and finished to make them like new goods again. There is no better time to do this than now—when the old goods may go into stock with your new Fall purchases, and hold an equal place with them.

Cashmeres, Serges, Henriettas, and Dress Fabrics of all kinds, Ribbons, Braids,  
—and Hosiery, Feathers and Plumes, all these goods we put in salable shape for you

### R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works,  
787-791 Yonge Street.

**TORONTO.**

MONTREAL BRANCH: 1958 Notre Dame Street.



**"EXCELDA"**—A NEW FABRIC FOR HANDKERCHIEFS.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"

Points  
about  
the  
"Excelda"  
Handk'fs.

**CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.**



# **rock** *(Limited)*

TORONTO.

OCTOBER 1901

**MANY**

merchants and buyers have expressed the intention of being in Toronto during the visit of their



*Royal  
Highnesses*

**REMEMBER**

the occasion is an historic one, never likely to occur again, and no effort should be spared to make the reception worthy.

The **W. R. BROCK**  
**Company, Limited**

extend to all a hearty welcome and assurance that stocks throughout their warehouses will be found complete and fully assorted with seasonable goods in daily demand.

# THE CANADIAN DRY GOODS REVIEW

Vol. XI.

MONTREAL AND TORONTO, OCTOBER, 1901.

No. 10.



**W. A. Black, President, Halifax, N.S.**

Mr. Black is a member of the well-known firm of Pickford & Black, whose steamers run regularly between Canada and the West Indies. He was one time a member of the Nova Scotia Legislature.

## *New Officers of the Maritime Board of Trade.*

Elected at the  
Annual Meeting  
in ❀ ❀ ❀  
Chatham, N.B.,  
August 22 and 23.



**W. S. Fisher, St. John, Vice-President for N.B.**

Mr. Fisher is a member of the firm of Emerson & Fisher, wholesale hardware, St. John, and of the Enterprise Stove Co., Sackville. He is financially interested in other industries besides, and is president of the New Brunswick Tourist Association.



**Charles M. Creed, Secretary.**

Mr. Creed has for a number of years been secretary of the Maritime Board of Trade, and he has during the seven years of the Maritime Board of Trade's existence, been thrice elected its secretary.



**G. D. Longworth, Vice-President for P.E.I.**

Mr. Longworth is senior partner in the firm of G. D. Longworth & Co., lobster packers, Charlottetown, P.E.I.



## OUR NEW YORK DRY GOODS LETTER.

*Dull Retail Trade and the President's Death—Selgel's Plans in Two Cities—Silk Mills Busy on Orders—Rage for Velvets—Ginghams for 1902—Long Cloaks for High-class Trade—Millinery not affected by Mourning—Points in Men's Furnishings.*

From our own Correspondent.

NEW YORK, September 30, 1901.



HE wanton and cowardly crime committed at Buffalo which struck down one of the very best and most dearly beloved of American Presidents came as a great shock to the people, and, naturally, had its effect in a temporary paralysis of business.

At first it was feared that the stock market, rightly regarded as the barometer of trade, would

undergo a severe panic as a result of the shock, but the temporary encouragement held out by physicians as to the President's ultimate recovery served to steady the market, enabling the strong interests of the street to collect their forces and make concerted action avert panic and restore confidence.

Commercial interests watch with anxiety the Wall Street paroxysm, fearing its reflex influence on their own industries. Such apprehension, naturally, was not compatible with business activity, and the result, as stated, was a practical, though temporary depression.

### POOR RETAIL TRADE IN NEW YORK.

New York department stores, it is reported, have had one of the poorest Septembers in recent years. The weather has been far too warm; in fact, a belated August. More than ordinary efforts have been made to offset the climatic handicap, but, as it appears, with indifferent success.

In metropolitan retailing, the latest news is the sudden and most unexpected retirement of Henry Siegel from the presidency and active management of The Siegel Cooper Co. His interest was purchased by B. J. Greenbut, the junior member of the firm, who thereby gains a controlling interest in the New York branch. Mr. Siegel has leased the premises on which the Macy stores now stand, and, after the removal of that firm from that historic site to their uptown stores, now in process of construction, he proposes tearing down the old Macy buildings, replacing them with a magnificent 10 storey structure, with all the latest and most sumptuous appointments.

In addition to this, it is reported that Mr. Siegel has in view the establishment of a gigantic department store in the very heart of "Old Lunnion," being associated in that enterprise with Sir Thomas Lipton.

### SILKS AND VELVETS.

Silk looms are busy everywhere, and nearly all goods making are in response to actual orders. There is little manufacturing for stock in evidence; indeed, there is very slight necessity therefor, and, what is equally gratifying and reassuring, it can be confidently stated that there is little stock accumulation anywhere.

The tendency is towards higher prices, and it is expected that many of the old favorites—gros grains, faille Francaise,

moires, and possibly the richer-grained silks—will have a return to favor in the near future.

The demand for velvet has exceeded the most sanguine expectations. Indeed, both retailer and garment manufacturer find their early forecasts far too conservative, and, ere the season ends, there will probably be almost a corner in velvet wraps and gowns. European stocks are being hurried to this side to supply the scarcity of high-grade fabrics. The chief and most pressing import orders have been for high-class Lyons goods, especially velveteens, corduroys, low priced silk velvets and the most expensive French fabrics.

### WOOLLEN DRESS GOODS.

At the moment, there's naturally an enormous demand for black dress goods, due to the death of the President. Manufacturers are placing new black warps on the looms in popular materials to meet the augmented demand.

Buyers in this market during the past week in search of Spring goods have ordered batiste with confidence, and there has been a general movement of fine materials made from light-weight yarns.

### WASH DRESS FABRICS.

The 1902 Spring business is now well under way. A strong feature of the new season will be ginghams. Never in recent years has the demand for this time-honored fabric been so pronounced and general as it is proving in this 1902 advance buying.

### CLOAKS AND SUITS.

The reorder trade of the season has already given most promising indications. From all parts of the country are coming requests for duplicate shipments on popular numbers, and many retailers are adding as well a good sprinkling of the later novelties.

The manufacturing and jobbing trades are much gratified to find that the style tendencies are developing exactly along the lines foreshadowed at the opening of the season. That is, the bulk of the business so far has been done on the hip and knee-length garments. Cheap and medium trade still favor the hip length, while with the better class there's a disposition to buy the knee-length garment. The high-class novelty trade goes one step further and gives decided preference to the full-length garment.

Due to the conservative policy of early buyers, cloak manufacturers, within the last two weeks, have been literally inundated with orders, mostly duplicates of initial purchases. To manufacture these goods and deliver them within the prescribed limit is proving a poser to many a firm, and this, too, in face of difficulties and handicaps that are quite discouraging. Of such obstacles, the Hebrew holidays have been one of the most serious. This has been aggravated by a delay in the delivery of piece goods, which, in itself, was not surprising, seeing that the manufacturers were amply warned that, if they did not place orders well in advance, they could not reasonably expect early and prompt deliveries.

Under the circumstances, the continued warm spell has proven a veritable Godsend to both cloakmakers and retailers,

TO ENABLE US TO DEVOTE MORE TIME TO XMAS AND HOLIDAY TRADE AND HAVE OUR TRAVELLERS LEAVE EARLIER FOR THEIR PLACING TRIP, OUR ANNUAL STOCK-TAKING WILL BE 31ST OCTOBER IN FUTURE INSTEAD OF 30TH NOVEMBER.

**During the month of October we will clear out balances of all broken lines in Dress Goods, Costume Cloths, Silks, etc., etc.**

You will have an opportunity of buying SPECIAL DRIVES for your Xmas Trade, as every department has something to offer.

**DO NOT OVERLOOK THE FACT THAT THIS WILL BE A VELVET AND VELVETEEN SEASON.**

Velvets and Velveteens will be largely used for Dresses, Capes, Cloaks, and for trimmings.

**We have all Colors and Prices.**

---

## For Spring, 1902

*Our Travellers now have on their respective routes a complete range of Misses' and Ladies' Vests, for Spring 1902.*

*We have secured some special lots to sell at popular prices.*

*We have bought and will control several lines that we are offering at very low prices.*

*We have a range, carefully selected, of the leading prices in Men's Balbriggan Underwear, which we know will meet with your approval.*

*By the 10th October our Travellers will show complete ranges of Cashmere and Cotton Hosiery, by far the largest and best selection we have ever shown, with special ranges of Lace and Embroidered Effects.*

*They also carry complete range of Embroideries of all kinds, for November delivery, as well as novelties in Linen, Linen and Silk Mixed Batiste All-overs in new styles, comprising Tucks, Hemstitches, Lace Insertions, etc., etc.; also Tucked and Embroidered Silk All-overs.*

*Our ranges of Laces are now complete, comprising Nottingham and Calais staple lines, as well as novelties in Guipures, Appliques, Plauen Orientals, etc., etc., in All-overs, Edgings, Insertions and Bands.*

---

*We have just put into stock an assortment of Leather Chatelaine Bags, to retail at from 40c. to \$1.00, also some of the new Pleated Belts, in various cloths, (the very latest lines shown in the American market) to retail at from 35c. to 75c.*

**BROPHY, CAINS & CO.**  
**MONTREAL.**



and made the incompleteness of assortments much less marked than it would otherwise have been.

#### WRAPPERS AND WAISTS.

Corduroy and velveteen give indications of becoming strong favorites for waist materials. To their employment for that purpose there are not a few drawbacks. Being so heavy they really ought to be removed if one stays indoors. Another objection is that they catch the dust so readily.

On the other hand, there are equally strong arguments in favor of such materials for waist purposes. Velvet has admittedly no peer for richness and magnificence, and even the plainest of waists looks fit for a queen when made of it. Another point in its favor is that the style tendency this season is in the direction of pile fabrics, and women would willingly sacrifice a little comfort, if necessary, to be strictly in the vogue.

Flannel waists are in as strong demand this Fall as last, despite the general prediction earlier in the season to the contrary.

In wrappers, there is no new tendency notable. Some manufacturers, especially those catering to the jobbing trade, are already turning their attention to Spring and Summer.

#### MILLINERY.

The millinery season is now at its height. For a few days there was some apprehension in the trade relative to the probable effect on the trade of the President's death and the resultant mourning. It was an open question whether a similar effect would not be produced here to what was experienced in England on the death of the Queen. But the uncertainty was of short duration. Apart from Washington and a certain swagger circle in the metropolis, mourning or even half mourning on the President's account will be more honored in the breach than the observance. Such spectacular grief, happily, is becoming less and less countenanced.

The millinery colors this season lean to the red, brown and castor series. Two tones in one hat is the proper caper, which, in the brown combinations particularly, is very attractive.

Feather boas are shown in as great a variety as ever and are proving just as popular.

#### HOSIERY.

Hosiery men have been known to be busier, yet, withal, conditions are by no means unsatisfactory. Rumors have been circulated throughout the trade as to a probable, nay, an imminent, advance of values. Some of these prophets put the anticipated advance at a modest 10 per cent., while others thought 15 per cent. would be nearer the mark. But, as yet, the expected has not materialized, nor, in fact, is there any real warrant for such expectation. Certainly, no advances have as yet been announced.

#### MEN'S FURNISHINGS.

Wing collars are not taking as well as manufacturers hoped for—that is, with so called popular trade. Exclusive haberdashers in the big cities are pushing them with some success, but the style doesn't appeal to the plebeian taste, and will take many months to make much headway. The "Cadet" and "Poke" standers are selling more freely without urging than the wing with all kinds of puffing and pushing.

The 1902 Spring and Summer shirt lines are now complete, and travellers are already on their respective territories. Although there are no radical innovations from last season, there are a number of minor points of difference. Models are

practically unchanged. Plaited and plain bosoms are shown in about the same proportion.

In negligee shirts, cuffs are somewhat narrower. Soft shirts are made pocketless, while the plaited, apart from neck-band and cuffs, are starchless.

Shirt waist advocates can find small comfort in an inspection of the new Spring lines, for, with two or three exceptions, manufacturers have entirely ignored that freak garment.

Fine percales and linens are very prominent in the 1902 shirt lines, and stripes are giving way to figures. Many of the new shirtings show small geometricals in one color. In a word, the trend is towards smaller designs and quieter colorings. The day of bold effects and gaudy lines is past.

High class scarf manufacturers are making a great run on cravatting in old, dull tones, such as found in Persian metal work and antique rugs and draperies. Art nouveau effects are likewise much favored.

#### MR. CAMERON IN SOUTHAMPTON.

The stock of Smellie & Co., Southampton, has been sold to W. J. Cameron, of Port Elgin. Mr. Cameron has put up the money and is now in possession. He is well known in Southampton, and the village has secured an acquisition as a merchant and citizen. Mr. Cameron is having the old stand modernized, and will add considerably to the stock preparatory to opening for business on October 1.—Southampton Beacon, September 26, 1901.

#### NEW DEPARTURE IN "BRIGHT FINISH."

The demand for bright fabrics which produced the revival in mohairs, which gave such a spurt to the mercerising process, and which is directing attention to silks, is apparently not yet satisfied. One enterprising firm of Bradford manufacturers have recently registered, with the trade mark "Emfir," a new lustrous finish for all wool goods which is most striking. The makers are introducing them to the Canadian market through their selling agents, H. L. Smythe & Co. The finish is applicable to such fabrics as soleils, satins, etc., and the effect is, indeed, almost dazzling in its brilliance, exceeding that of a silk-satin, and being, moreover, equally bright whichever way the cloth be draped. The new finish is water-proof, and it is said, will not spot.

#### MUSLIN COSTUMES.

The complete costume (waist and skirt) in muslins, etc., is almost sure to overtop any other combination for next Summer. In 1900 they practically made their first bid for favor, last season the manufacturers could hardly meet the sudden demand that the coming of warm weather brought, and the coming season points emphatically to a very general cry for them. Far-seeing buyers will do well to provide accordingly. Boulter & Stewart are preparing over 40 designs in these dainty goods and intending buyers will do well to examine their line.

The Montreal police are determined that all second-hand dealers shall, this year, strictly comply with the by-law which requires them to enter all their purchases and sales in a special register kept for this purpose in their stores, in order that thieves and stolen goods may be better traced. Four dealers have already been fined from \$5 to \$10, and costs, for neglecting to make their entries.

Mr. R. C. Wilkins has received word from his brother, who is still in hospital in England, that he expects to get his discharge from the army about October 1, when he will immediately start for home. His many friends will be pleased to hear that he is now in the best of health.

LETTER ORDERS HAVE CAREFUL ATTENTION.



## HOW BEST TO GET FOREIGN MARKETS.

THE following letter has been received by Mr. George H. Hees, Toronto, chairman of the Tariff Committee of the Canadian Manufacturers' Association, from J. S. Larke, commercial agent for Canada in Australia, in reply to a communication of Mr. Hees, touching on Canadian trade with that colony :

"Dear Mr. Hees,—Your views are mine, and long since were mine. Some time ago I turned up a paper written in 1890 for the late Sir John A. Macdonald. I therein took the ground that the future of Canadian manufacturers would largely depend upon seeking markets abroad. My idea was to apply to manufacturers a modification of the policy which I had suggested years before in respect to our dairy industry. There is no question that it has developed our cheese and butter productions. The constant visits of Professor Robertson to Great Britain and his return to meet Canadian producers have cost something, but they have abundantly repaid the outlay. General manufactures are more complex than butter and cheese making, and no man can be expert in all lines, but Canadian industrial development has reached the stage that it is not necessary so much to tell our people how to make. Nor has it reached the stage that the chief need is to show what to make. The principal concern is to ascertain what lines Canadians are making that can be sold abroad, and to point out how best to get the market. Hence the need that the Canadian agent abroad should be in touch with Canadian manufacturing progress, and he can only learn well by personal sight.

"Canada has found out that it is profitable to export cattle rather than wheat, and butter and cheese rather than cattle ; mainly because there is more labor and less waste of our natural resources in cattle than in wheat and to a greater extent in butter and cheese. It is still more so in the export of manufactures. No one ought to be more interested in that export than the Canadian farmer, for thereby he is able to reach markets which otherwise would be closed to him. No Ontario farmer thinks of sending butter or mutton or wool to Australia, yet every thousand dollars' worth of goods sent here when reduced to their elements, mainly, is made up of butter, mutton and wool and other productions of the Canadian farmer sold directly and indirectly to the mechanics and the capitalists who made them. It seems to me that it is the highest interest of Canada that reasonable aid should be given to Canadian manufacturers to secure an export trade.

"It is not enough to get it : It must be held afterwards. A glance at our returns will show how fluctuating has been our trade with countries which were good markets for our goods. Take Australia for instance. In 1876 our exports were \$185,610. The next year an effort was made to extend the trade, and in a few years it reached the sum of \$661,208. It then declined until 1894. When the Government renewed its work it had fallen to \$288,352, composed, if I recollect

aright, chiefly of fish and timber. It is many times that now, and though our sales of both fish and timber have increased, they form but a limited percentage of the trade. What is needed is continuity of effort."

### CONDITIONS IN NOTTINGHAM.

A RECENT consular report from Nottingham gives the following particulars of business :

**Lace.**—Complaints of dullness have increased in the lace market during the Summer months to the present. There is, of course, a large general business, but there is no buoyancy in the actual demand. Inquiries from the English markets are languid ; few buyers are coming to the warehouses, and agents give depressing reports. Orders for the continental markets are limited to a few specialties of fancy laces and nets. Buyers for the United States and colonial markets are doing the most business, but the aggregate is not satisfactory to manufacturers, who find some difficulty in keeping their machinery well employed. Of the goods most in request, valenciennes, torchons and all-over nets take the principal place.

It is to be noted that those houses which have made efforts to better the quality of their goods and introduce designs of artistic excellence are doing the most business. Insertions in various widths, galloons, and fancy articles are selling. Crochet laces and warp goods at long discounts are not in average request. Moderate quantities of Irish crochet trimmings are selling. There is no improvement in the demand for beau ideal, everlasting, and other embroidery trimmings. Silk laces only meet with a limited inquiry. Plain and fancy veilings are moving in good quantities ; there is much competition, however, as the possible supply largely exceeds the actual demand. Makers of blouses, shirts, pinafores, collar-ettes and other fancy articles are busy with samples, and there are hopeful signs of an extensive business ; lace curtains, window blinds, and toilets are not in full request. There is a fair demand for nets and tulles in silk and cotton for millinery purposes.

**Hosiery.**—Reports are not favorable in the hosiery warehouses, and the depression, which set in about the time that American exports in volume ceased, has continued, although recently there has been more American demand than for three years past. Buyers place orders sparingly. Cotton stockings and socks are depressed, though the value of yarns is hardening. Cashmere hose are in moderate request, and fair quantities of half-hose of merino and cashmere are moving. There is an average demand for vests (undershirts) and combinations. The fancy branches are doing a moderate business in silk, cotton and elastic goods.

Work is going on in Simcoe in the renovation of the old Darling store. It is to be given extensive repairs and additions, and, on November 1, L. J. Potts will move his men's furnishing establishment into it.

Robert Fair, the founder of Fairville, N.B., is dead at the age of 77. The late Mr. Fair was born in County Tyrone, Ireland, and came to New Brunswick with his parents when but a child. Over 50 years ago he established himself in business in the district later named after him. Up to his death Mr. Fair personally conducted his establishment. He was active in public affairs and in everything that conduced to the welfare of the community.

# Lister & Co., Limited

Manningham Mills, BRADFORD.

Are preparing for a large demand for their Silk Sealettes in 32-inch and 48-inch **"Lisreine"** or **Rainproof Seals**

—ALSO—

48-inch Plushes for Cap and Gauntlet manufacturing.

To be had of all the Leading Wholesale Dry Goods Houses in Canada.

## P.D. CORSETS.



The finest imported into Canada. No better corset made or sold in Canada.

Fit  
Style  
Durability

Sell them once to a customer and you will hold the corset trade of the house.

It pays to stock a line that never fails to give satisfaction.

For prices write to—

**Konig & Stuffman**

11 Victoria Square, = MONTREAL.

SAMPLES OF

## "Maritime" Wrappers

In —

Percalé and  
Muslin ❀ ❀ ❀ ❀

FOR NEXT SEASON.

are now being shown to the trade. They are unexcelled.

THE

**Maritime Wrapper Co.**

Limited

Ontario and Montreal Agent:

J. H. PARKHILL,

297 McKinnon Bldg., Toronto

WOODSTOCK, N.B.





YOU ARE  
CERTAIN

TO BE ASKED  
FOR . . . . .

THE "Cravenette"<sup>TM</sup> STAMP  
(Registered Trade Mark)

Cloth



DO NOT NEGLECT to send your Order in Early.

It is THE BEST Material  
FOR RAINY-WEATHER GARMENTS.

S. Greenshields, Son & Co.

Sole Selling Agents  
for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

# Spring

## JUST

a reminder of the lines our travellers are now showing for

## SPRING.

Girls' Wash Dresses in Crash, P.K., Percales, etc.—ages 4 to 14 years.



Smart Yoke Effect.



Stylish Open Back.

**30** smart creations in Wash Skirts, Crash, P.K., Duck, etc.

**35** original and up-to-date designs in strictly "tailor-made" cloth costumes, in most artistic effects, from \$5 to \$35.

## Muslin Costumes.

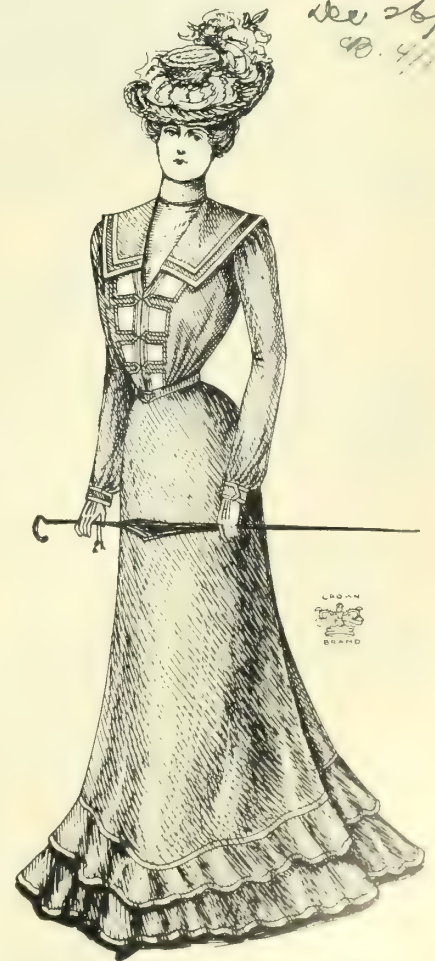
Last season was the first good one. The coming one is sure to be a record-breaker. Don't fail to order liberally of this line or you "won't be in it" when the season opens.

# 1902

**150** styles in Blouses from \$6.50 doz. to \$7.50 each, in Percales, Madras, Organ-dy, Sateen, Silk, etc.

**25** designs in Print and Muslin

House Wrappers from \$10 to \$24 doz. Wide sweep of skirt, flounced, etc.



Natty Style in Muslin Costume.

BOULTER & STEWART, Manufacturers, TORONTO.





## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal**

# McINTYRE, SON & Co.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



MONTREAL.

## DEPARTMENTS

Dress Goods

Linings and

Linens . . .

Muslins

Smallwares

Kid Gloves

Silks AND Velvets

Fabric Gloves

Careful attention given to Letter Orders.

TORONTO:

25 COLBORNE STREET.

OTTAWA:

SPARKS ST., Carleton Chambers.

WINNIPEG:

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH ST.





\*\*\* This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

### A Tactful Trade Letter.

HERE is an illustration of current business shrewdness and enterprise in the form of a letter from a dealer who has had recent and pronounced success :

"We notice that we have not had the privilege of any recent transactions with you. We are aware that the furniture want does not recur as frequently as it does in other lines, but each season brings a showing of designer's art in furniture, and our exhibits just now are more than ordinarily attractive.

"We should be thankful for any information of any dissatisfaction with any former transactions with us, and we will take immediate steps to remedy it."

There could be no more adroit calling of an old customer's attention to new goods than this courteous reminder that the dealer is one who does not look upon dissatisfaction with him as crankiness, but as evidence of a fault in himself, which he is eager to rectify.

\* \* \*

### A Brand New Advertising Scheme.

An innovation in charity work, but one which is commendable by assuring substantial results, was instituted by a Texas department store last week. It was unique in its character and is the first time anything of the kind was ever before attempted in this country.

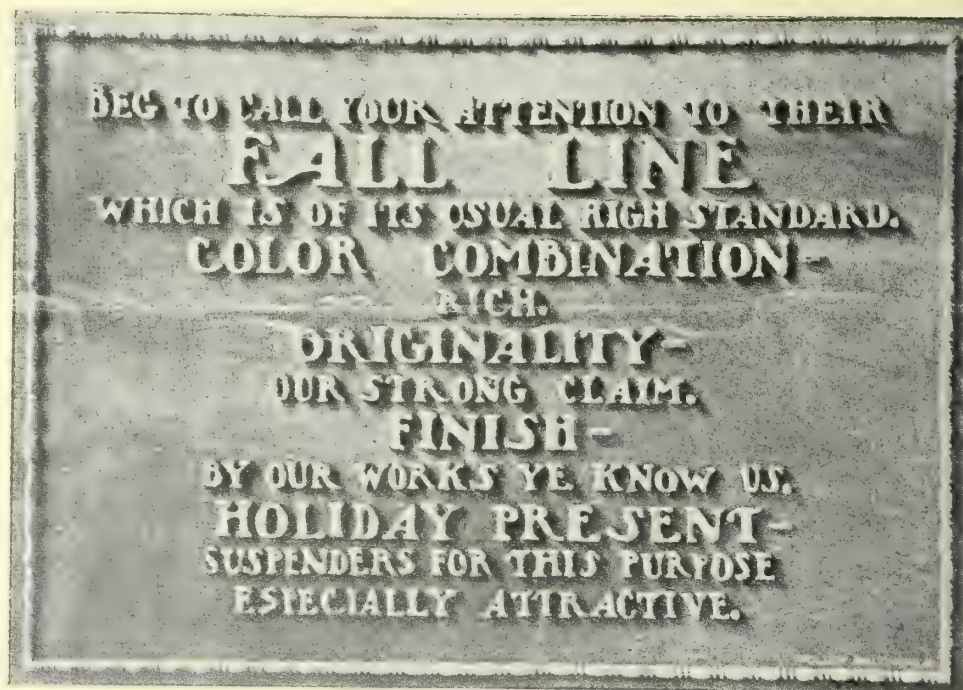
Now, of course, there is nothing new in holding special sales, the proceeds of which are to be donated to local charities. The novelty consists in the way it was done.

The principals of each of the institutions to be benefited, as will be noted, take charge of various departments of the store, assisted by their own friends—

in this case young society ladies of Dallas. Of course, this volunteer force had the active assistance and cooperation of the regular sales staff. The strange spectacle was presented of customers having their own friends wait upon them. Music and refreshments were provided, while the store was handsomely decorated. A happy hit was the concluding head-line :

This is one time that charitable bazaar prices are lower than regular store prices.

Five per cent. of all sales for the entire week were equally divided among six local charitable institutions. For each a special day was designated. The idea is excellent and well worthy of adoption by Canadian merchants. The societies interested were substantially benefited, while the firm received great credit for its generosity, at the same time



All the artistic advertising nowadays is not monopolized by retailers, as was once the case. This ad. is from a prominent suspender manufacturing company, and for effectiveness of design cannot well be excelled.

LADIES'  
**LAWN APRONS**

---

and

**SILK WAISTS**

---

for the

**CHRISTMAS TRADE**

Order early to secure best styles.

Letter orders solicited.

**Gale Manufacturing Company**

14 to 24 Mincing Lane

**TORONTO.**



**GOOD ADVERTISING—Continued.**

being the beneficiary of widespread advertising, and a gratifying augmentation of business.

\* \* \*

**More Converts to Efficacy of Advertising.**

There was a time when only retail firms and manufacturers of patented articles were supposed to derive much advantage from advertising, but the list is ever widening.

Wholesalers now feel it more and more incumbent upon them to give as great publicity as possible to the merits of their wares. Nor is this all.

According to The New York Commercial, the tea business of the country is in an unusually depressed condition. In order to find out just what the trouble is, that paper recently addressed letters of inquiry to all of the leading dealers, and from the replies received it is evident that the newfangled drinks made from cereals have literally advertised tea out of the market. Their wonderful success has reduced the consumption enormously, and the tea men have come to the conclusion that the only way to retrieve the lost ground is to enter upon an advertising campaign of an aggressive character.

\* \* \*

**Only One Live Tea Merchant.**

It has been noticed all along by men who are well up in the advertising business, that there is not now before the public a single great tea concern, with the exception of Sir Thomas Lipton, that is pushing its business energetically by means of newspaper advertising and yet it is an article of everyday consumption in nearly every family in this country.

The only way the consumer can find out anything about tea is to ask his grocer, who, as a rule, is poorly posted, for the reason that he does not take pains to read up on the subject. The purchasers, therefore, must experiment for themselves. They look at a box of tea, or have a sample shown them, and, although they know nothing about the visual characteristics good tea should have, they make their selection at haphazard, order some of it sent home, and then find on drinking the brew that it is not at all to their taste.

\* \* \*

# Hecht Bros.

Between 16th and 17th Sts.

259-261 6th Ave.

## Saturday Clothing Specials Sold on Partial Payments

A new series of display type which is very attractive. Any newspaper office should order it for you and guarantee you its exclusive use in their paper.

**A Simple and Effective Remedy.**

If the tea merchants will only call in one of the many advertising experts in this country and talk the subject over with them, there is no doubt but that an admirable, effective campaign for business could be speedily inaugurated, which would enable the merchants to recover the ground they have lost, and make decided inroads upon the cereal beverage business.

\* \* \*

*Bass*

*Bass*

*Bass*

**EVERYBODY'S TALKING ABOUT****BASS' FREE TRIP TO BUFFALO**

It is an offer that has never been equalled in liberality by any other Southern establishment, this offer of ours to send two of our customers to the Pan-American Exposition at our own expense. The plan is a good one, and popular, because it gives a great number of people a chance at the trips. With every purchase, no matter how small, we give a coupon. If one buys more than one dollar's worth, he gets an additional coupon for every dollar or fraction of a dollar that his purchase amounts to more than one dollar. Thousands of people are saving coupons. Why not you? Perhaps you may get one of the free trips. The contest is open until September 15.

### Attend Our Great Monday Sale To-morrow And Save Your Coupons.

This offer proved very resultful. The idea could be used in connection with trips to Toronto and Montreal.

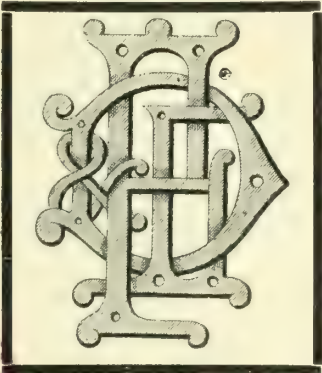
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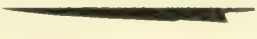
**More Than Tea Men Concerned.** And this applies to many more kinds of trade than tea. It's a glaring misconception to believe that advertising is adapted only to retail and proprietary article branches of business. The fact is, no business which depends upon the public for support can, in these days, afford to do without publicity. They may for a time, it is true, get along very nicely, thank you, but let some competitor make a move in that direction, and consistently and persistently follow it up and it's "dollars to doughnuts" that it's only a matter of time when Mr. Rip Van Winkle must awake or be trampled upon by more successful rivals.

\* \* \*

**A Clever Idea.** A new advertising scheme, and one that is attracting an immense amount of interest, has just been originated by the window-trimmer for a Chicago clothing company.

Primarily, it consists in the offering of prizes for the best five drawings of that firm's store building, the prizes being respectively, \$10, \$5, \$3, \$2 and \$1 in cash, and competition being open to all schoolchildren, with no restrictions in the way of purchasing anything from the store. The contest is widely announced in the ordinary advertising of the firm, also by means of a special window display, which shows a number

|                                                                                                                                     |                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SILKS</b>                                                                                                                        | <b><u>THE SPECIALTY</u></b><br><b><u>SILK HOUSE</u></b>                                                                                                                                                                                                                                           | <b>SILKS</b>                                                                                                                                             |
| <b>DEBENHAM, CALDECOTT &amp; CO.</b><br><b>77 YORK ST., TORONTO</b>                                                                 |                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"><b>IN STOCK</b></div><br><br>Silks<br>Ribbons<br>Velvets |                                                                                                                                                                                                                  | <div style="border: 1px solid black; padding: 5px; display: inline-block;"><b>IN STOCK</b></div><br><br>French Flannels<br>Sequin Nets<br>Velvet Ribbons |
| <b>SILKS</b>                                                                                                                        | <b>DEBENHAM &amp; FREEBODY</b><br><div style="display: flex; justify-content: space-around; font-size: small;"> <div>LONDON<br/>PARIS<br/>NEW YORK<br/>MANCHESTER</div> <div>MELBOURNE<br/>SYDNEY<br/>LYONS<br/>LIVERPOOL</div> <div>BRUSSELS<br/>ROUBAIX<br/>ST. ETIENNE<br/>DUBLIN</div> </div> | <b>SILKS</b>                                                                                                                                             |

**THE BEST** 

# LINEN THREADS

*Barbour's*                      *Finlayson's*                      *Knox's*  
*Dunbar's*                      *Stewart's*

STANDARD AND RELIABLE ALWAYS.

**FRANK & BRYCE, Limited,**

TORONTO.

MONTREAL.

QUEBEC.

**BOOT AND SHOE LACES,** all kinds---best value in Canada.  
**HARD ASH, SILK THREADS, ETC.**



# Editorial Page of the Wanamaker Store

*Store closes to-day at 5 o'clock.*

*The weather to-day will probably be cloudy.*

## This Is Not a Dead Level Store

However high the level, the best of Saturday last is not good enough for this new Monday.

Shut your eyes for the first few steps after you enter, and then look around—the newness about you will make you think you are in a new store. Somebody here is at it trying to keep a good store, summer and winter alike.

Not by fits and starts, not by huge mouthfuls of sensation and advertisement gilding, but by the use of every real and right thing that squares by the one true “spirit level” of a sworn builder, who plumbs his work day by day.

A characteristic thing about the place is its omissions.

*John Wanamaker*

This introductory was written by John Wanamaker himself, and a mighty good one at that, is it not?

of boys in school, with the terms of the contest plainly written on a large blackboard which forms the background of the scene. Next!

\* \* \*

### Nothing New Under the Sun.

An Omaha clothier distinguishes himself by sending out his Fall announcement accompanied by a check on the United States National Bank of Omaha for two cents, made payable to the recipient of the announcement. The letter is as follows:

“Dear Sirs, — Considering your services worth \$10,000 a year, I herewith inclose my check for two cents in payment of 31 seconds of your time in which to read the inclosed announcement.

“Yours truly,

“A. B. DRESHER.”

Hurrah for Mr. Dresher! The flies avoid such an advertiser with great alacrity.

\* \* \*

### John Wanamaker on Advertising.

This is what the greatest living exponent of the art has to say about advertising:

“Advertisements are unpopular.

Readers are not hungry for them. For us it is important to create a demand for advertising for general reading. Our appeal is through the eye to the will. In hotels, the awful detonation of the gong no longer announces meals and galls the ear. The bell is silent at the auctioneer's door; the tinkling of the scissor grinder's bell and the blast of the fish-seller's horn are rare in city streets. Advertising, high and low, invokes the eye and ceases to claim the ear.

“In general literature, hacks abound. They are of all degrees, great and little. Frequently, pay depends on padding. Padding is often stilted, mysterious, heavy—comically serious. Intelligent

merchants cannot afford hacks as advertisers. Every word must tell directly. Lines are costly in metropolitan papers. The advertising literary man must earn his pay by packing—not padding. The story must be briefly told—success attends word-saving and not word-wasting. How much rest would come to the reading public if all writers and authors had an advertising training.”

\* \* \*

### ADVERTISEMENT CONSTRUCTION.

There is a widespread idea that a good advertisement must be one that is very novel, very striking; one that exhibits a good deal of ingenuity in its construction; that contains a flash of wit, an epigrammatic phrase, or a clever word-illustrated connection between the articles in question and its practical qualities. The advertisement writer that is constantly evolving some of these “cunning” ideas is popularly supposed to be a clever advertisement writer.

Now these things have their uses, but this idea is overtaxed. Now and then some epigrammatic phrase, some clever idea or illustration along this line is so good, so happily hits off the idea to be conveyed, that it is a good, a very good advertisement, and serves very successfully, but these successes are the exception, not the rule.

A really good advertisement, outside of the technical knowledge that may be displayed in the arrangement, contrasts in type, in black and white, etc., is really a very simple thing. It consists in simply making use of the real, the practical, the truly valuable point or points of the article advertised, the feature or features which make it of plain worth and value to the prospective buyer, and of stating this in a clear, reasonable, logical way, stating where it excels, and then giving the reason why it does, so that the statement bears the stamp of truth; in a way that shows it must be so. This is the underlying principle of a good advertisement.—Frank S. Ballard, in Profitable Advertising.

THE  
Straight **B. & C.** Front  
**CORSETS**

BRAIDED WIRE BUSTLES

THE B. & C. WAIST DISTENDERS

KABO BUST PERFECTORS

The B. & C. WRIGHT BUST FORM

Peerless and Rubber Tipped Dress Stays

We are the sole manufacturers  
of the above lines.

We are also Canadian Agents  
for the celebrated

**KABO-CORSETS**

**BRUSH & CO.**  
TORONTO

Bigger  
and  
Better  
than  
Ever.

Our Xmas line  
of samples will  
be ready Sep-  
tember 1st.

**The Irving Umbrella  
Company, Limited.**

20 Front St. West, TORONTO.

Mantles,

COSTUMES,  
SKIRTS, ETC.

**Canadian Buyers** will always find the  
very latest Novelties in Ladies' and Children's

**Jackets, Skirts, Mackintoshes,  
Capes, Etc., Etc.**

in our showrooms. Special attention is being given to the  
requirements of the Canadian Trade, and we will be glad  
to show our samples, and learn your needs.

*Mr. Robert Edminson is now acting as our  
Agent for the Dominion of Canada.*

**CORBY, PALMER & STEWART**

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.



# WINDOW AND STORE DECORATING

*Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.*

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

## THE MODERN TRIMMER.

THE trimmer of the future will be a much more important man than he is at present, and will be appreciated as a very important factor in retail merchandizing. His position today is really as important as it will be in the future, but he has not yet placed himself on a plane to command the respect of people who consider themselves his superiors. There are some men though who are exceptions, who by their personality command the respect of everybody for themselves and the profession they represent.

To the majority of people the title of "window-trimmer" conveys no meaning beyond the idea of some part of the store work which has usually to be done in shirt sleeves and skull cap with the help of a pincushion and a tack hammer. In the future when the people realize that a window-trimmer not only has to use his hands but his brain also, a man who will have just reason to claim that title will be considered on a par with men of other professions. There is no reason why he should not be, unless it is because he has to serve his apprenticeship in actual work.

The art of dressing windows was the first line of store work that showed a tendency to become specialized, and, naturally, having a start over other branches, will be the first to reach that stage of perfection where it will take its place among the higher walks of life. Therefore, the trimmer of the future is sure to be a much more important personage than he is at present.

He will not be a man of all work, but a specialist in every sense of the word. His ideas on the proper display of merchandise will be respected and allowed to have full swing, instead of being handicapped in every possible way, as he usually is to-day. His displays will show the improvement that is inevitable when he has broken the bonds of restraint that are imposed upon him now by more

or less conservative merchants. He will at this future period, which is not far distant, be the most important factor in the art of dispensing merchandise to the public.

Even the ad.-writer, that brilliant individual whose originality and cheap inspiration are drawn from others' work, with the aid of a pair of scissors and some judgment, will have to take the next seat back, when the window-trimmer with his brain and his undoubted originality takes his proper place.

When we look back 20 years and see the strides our profession has taken in that time, and the gradual improvement in the class of men who have connected themselves with the calling, we must realize that this vision is very conservative in comparison with the advances made in the past. The tendency of the times is towards artistic and refined ways of catering to the public, and when the fact has fully become realized the window-trimmer will be in the front ranks of the professional and art branches of business life.

## SUCCESSFUL WINDOW DRESSING.

TO make a successful window the following rules must be observed: 1, originality of design; 2, use of fewest goods to the best advantage; 3, capacity of display to sell goods to the observer; 4, inexpensiveness, general attractiveness, workmanship, and last, but not least, neatness of show-cards and price tickets.

In originality of design, you have something out of the usual order, and it is bound to catch the eye of the public. If the passer-by wants shoes, dry goods or whatever it may be, if the goods are right and the prices are right, the selling is easy. The selling capacity is there, but the customer was drawn by the novelty of the trim.

So many windows are well dressed nowadays that a mere



Interior Decoration.

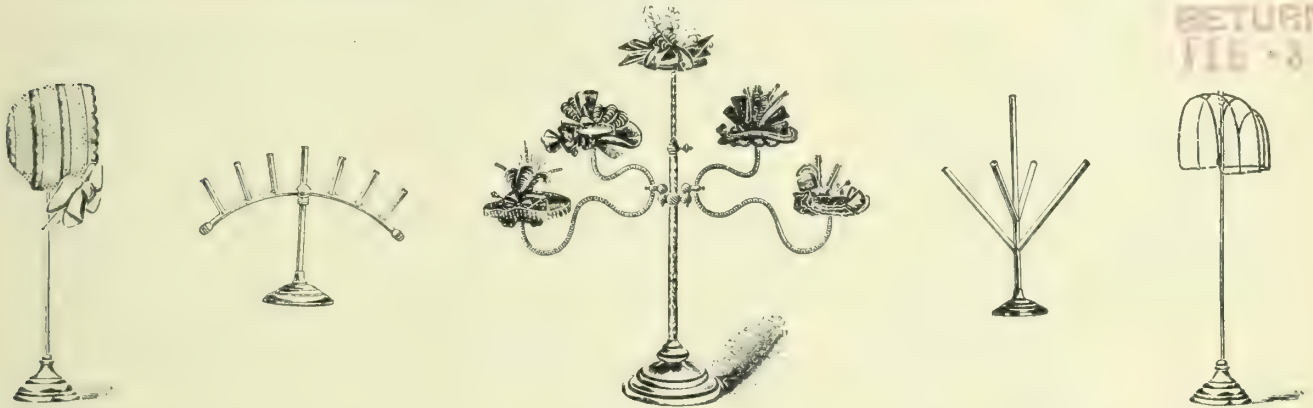


# "SATISFACTION" That's what you get when ordering Store Fixtures from us.

**PROMPT ATTENTION** is our "watchword" for mail orders. That's why a trial order invariably brings a Permanent Customer.

**HOW CAN YOU MAKE A MISTAKE?** You run no risk in dealing here, as you are buying direct from the Largest Manufacturers in Canada. You will readily understand what this means to you.

Send for our New and Complete Catalogue. Anything special that is not catalogued, we will be pleased to quote price, on receipt of specifications.



## The Toronto Brass Mfg. Co.

93 and 95 Richmond Street West,

Phone Main 814.

TORONTO, ONT.

## Smooth Sliding Doors

are only one point of superior excellence in the . . . . .

## Phillips' Illuminated Show Cases.

*Silent Salesman*  
TRADE MARK

SEND FOR DESCRIPTIVE CIRCULAR, LITHOGRAPHED IN COLORS, AND FULL PARTICULARS.

They are put together right—properly selected, well-seasoned stock—the finest quality glass—staunch, accurate, honest workmanship.

When you buy our show cases there's 37 years' honest reputation back of them—it is expert cabinet-making, not carpentry.



## John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT.

DETROIT, MICH.



**WINDOW DECORATING—Continued.**

pretty trim has lost much of its attractiveness. It needs something striking, and that's where originality of design (let it be mechanical, electrical or otherwise) counts.

It is poor trimming to place the same goods in the same old way as you did the last time and the time before that. Get out of the old wagon and climb up into the automobile, and try some thing startling for a change.

While there seems scarcely an idea that has not been tried, yet every day some clever trimmer brings something new to the front and makes a name for himself and adds a few dollars to his weekly envelope. So set your thinking machine in working order, get a little "idea germ" started, and build around it a "new window."

**FEW GOODS TO BEST ADVANTAGE.**—Have the settings for the display so arranged that a few goods will make the window look full and yet lack that crowded, stocky appearance that so confuses the observer.

**EXPENSE.**—A window, in order to be attractive, need not necessarily be expensive. Art denim, cheesecloth, wall paper and tissue paper are not costly materials. For covering backgrounds and floors, art denim is preferable, as it comes in all colors, and, while it costs a little more than the other stuffs mentioned, it lasts longer, looks better, holds its color better and looks so much richer that when the display is finished the results are so good that the little difference in cost is forgotten.

**GENERAL ATTRACTIVENESS AND WORKMANSHIP.**—These are first cousins, so to speak, one to the other. An attractive trim requires time, planning and measurements. As a window is worth so much money every day to the merchant, all this should be done before the change in display is ready to be made, because every hour the blind is down means dollars lost to the store.

Draw a plan of your window on the floor of your workroom or other place. Build your display in sections (that is, the background and other accessories). Cover or puff them as you desire, and if the window is to be electrical have the sections wired and all ready for connections when they are set up in the window. By having everything ready before the old trim is hauled out, it will save you a lot of trouble and worry, and it is the only systematic way of trimming windows.

**THE DETAIL WORK.**—The detail work in trimming is where the workmanship and general attractiveness show. In a perfectly dressed window what is worth doing is worth doing well. Don't think "no one will notice it," for it will be noticed. Your window will have an unfinished appearance, and the result you have been striving for is lost. It's the little details of a window that make it a success.

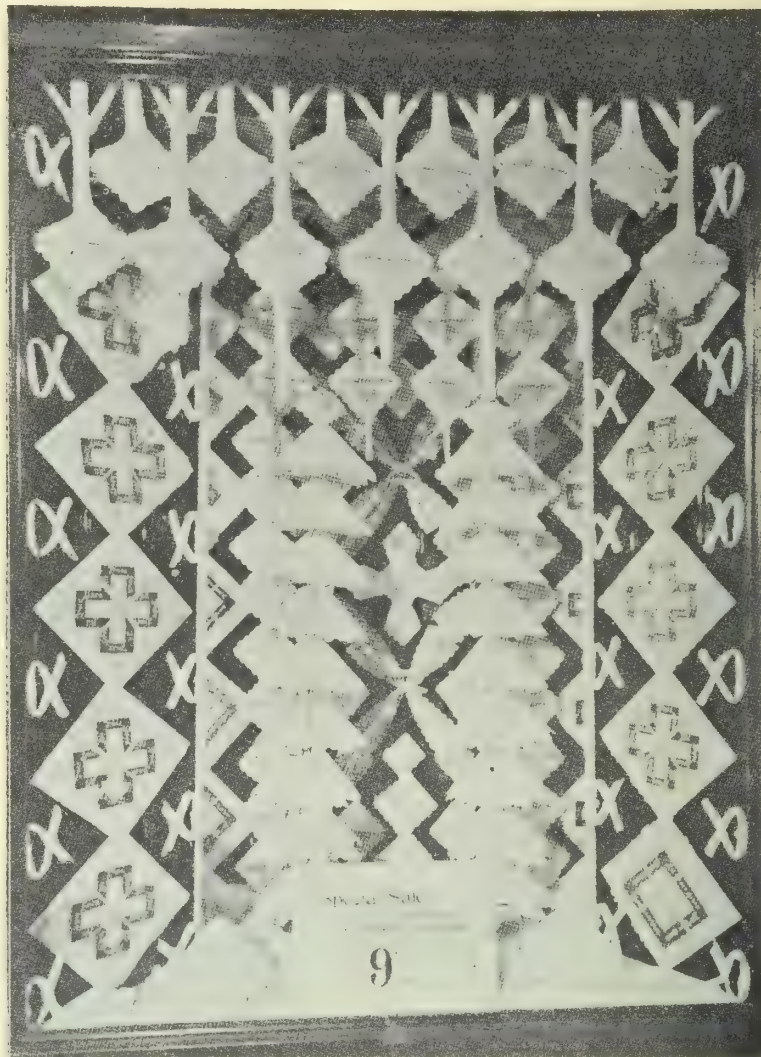
**A NEW IDEA FOR PUFFING FRAMEWORK.**

One of the latest ideas for puffing is explained in the following: Say you have a square framework, or an oval, circle or diamond shape frame to cover in. Take, for instance, an oblong frame. First of all, cover the frame

with white cotton stretching it tight on frame. Over this lay the cheesecloth loosely in puffs. Then drive tacks (not all the way in) about two or three inches apart all the way around the frame. Then from one corner tie the end of a ball of colored twine (or baby ribbon), run the twine across to tack on opposite side, then on to next and back and forth until you have a lattice effect made of the cord over the cheesecloth.

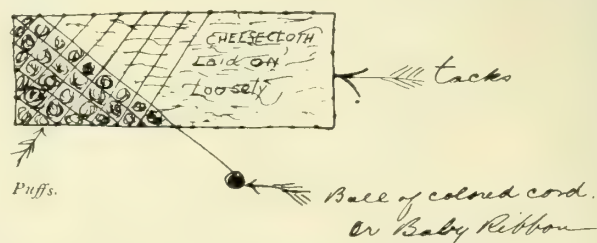
See that the cord is pulled tight. Then in the centre of each square pull the cheesecloth up to a point. After this is all done you will have a nice even puffing.

This can be done with colored sateen or other material. It is a simple method of puffing, and if done carefully the



How to Display Handkerchiefs.

effect is very pretty. Frames in different designs done in this way make effective backgrounds for shoe windows, millinery



trims, and, in fact, for any line of merchandise. The rough sketch will convey the idea. H.H.



GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS

**Geo. H. Hees, Son & Co.**

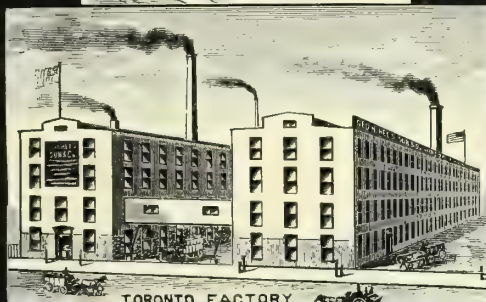
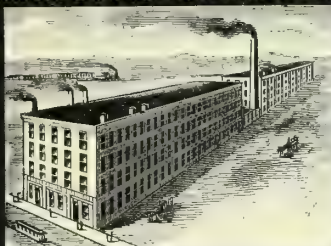
MANUFACTURERS OF

**CANADA BEING A  
WOODED COUNTRY**WE HAVE SPECIAL  
OFFERINGS OF**WOOD CURTAIN POLES  
AND WOOD TRIMMINGS**Splendid Finish,  
Handsome Patterns  
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

**HEAD OFFICE: TORONTO, CANADA.****OPAQUE  
SHADE CLOTH.**CURTAINS, DRAPERIES,  
FURNITURE COVERINGS,  
UPHOLSTERY GOODS,  
LACE CURTAINS Etc,

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:  
"HEES" TORONTO.

OFFICE: 71 BAY ST

We manufacture everything in the line of

**WINDOW SHADES,**and sell them at a price that affords the retailer **LARGE PROFITS.****BARGAINS IN UPHOLSTERY GOODS.**

We are clearing a good assortment of Upholstery Goods. Prices very low to clear; if interested see our travellers' samples or write to us.

**OUR DERBY TABLE COVER.**

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

**UPHOLSTERY GOODS.**

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc. Our new illustrated catalogue just out. Send your card and get one by mail.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal call at our new warehouse, No. 20 St. Helen St.

**GEO. H. HEES, SON & CO., Head Office, TORONTO.**



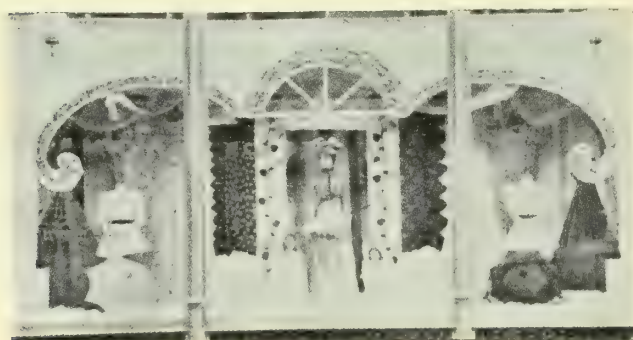
## A TALE OF SHOPPING.

How Window-Dressing Pays.

AUNT JANE AND UNCLE DICK TAKE A  
TRIP TO THE CITY.

It is one of those cool chilly October mornings. Nature is preparing for the coming Winter. Uncle Dick has had a very prosperous season. The crops have been good and he has decided to leave the farm in the hands of the two boys while he and Aunt Jane spend a few days in the city. They are now on their way to the village station and it is not many hours before they are into the city.

The first day is spent in sight-seeing. The next day Aunt intends doing some shopping. The leading city paper falls into her hands, and glancing over its pages she notices that to-morrow is the great bargain day. Here is an ad. of the great store of Munday & Co., advertising a special sale of dress goods. This is marked down on her list. Looking



General Outline of a Design.

further she notices that they are having a special sale of blankets. This is next on her list, under dress goods.

On another page McMaster advertises that he has the most complete stock of housefurnishings in the city. Now, Aunt Jane wants some carpet, so McMaster's is made note of.

Friday morning, Aunt and Uncle Dick take a car down town. As they draw near the business part of the city they both notice how well some of the windows are dressed. Yes, and one has something of a mechanical nature in it, but the car passes down town and it is lost to view.

The car now arrives at the corner of one of the main streets. They both alight, and the first attraction is a prettily arranged window display of dress goods and silks, each piece ticketed telling the price, and there is a special one that Aunt Jane particularly admires, and my, how low in price! This surely is Munday's, the place that she had made note of, but no, it is not, this is McFarland & Co. But that is just the piece of goods she wants, so together they make their way to the main entrance; but next to the entrance is a window of blankets, regular \$4 for \$3.10. Now she must have a couple of pairs. It is not long before dress goods and blankets are purchased and they are shipped home.

Now for the carpets. But here is a display that catches the eye of Uncle Dick. It is a miniature self-binder in full operation. How Uncle Dick's eye rests on it. He must step inside and have a talk with the agent, and, of course, he is made welcome. The agent shows him all the different implements and articles manufactured by this company, and

Uncle decides that he must have one of these binders another year. Now again for the carpets, but here is a window showing a completely furnished room. There is fire in the grate and what lovely carpet and furniture. There is the carpet that Aunt Jane wants, they must find out the price. The clerk is only too pleased to show them and others, and the result is that they have bought their carpets here in place of McMaster's. Aunt Jane now looks over her list.

1. Dress goods at Munday's, no need of going there.
2. Blankets, they are bought.
3. Housefurnishings at McMaster's, no need of going there.

Shopping is all done except buying a few things for the boys; this is soon done. Another day or two is spent in the city, after which Aunt and Uncle journey home. The boys are at the village station to meet them. The goods are already home. Uncle Dick cannot help telling the boys of the small self binder, and he promises them that they shall both go to the city another year.

Merchants are learning that it pays to spend a little more money on their windows in place of paper advertising. Hundreds see the windows where one or two read the advertisement.

ARTHUR W. HUMBER,

With Steacey & Steacey, Kingston.

### A MEMORIAL WINDOW.

Hunter Bros., of Rossland, had a striking window in connection with their dry goods department. The window was dressed in mourning as a tribute to the memory of the late President McKinley. The central feature was a broken column enwrapped in the folds of the Stars and Stripes, and bearing the portrait of the late President. About the column were a number of Union Jacks and Stars and Stripes tied with crepe. The effect was excellent, especially in a town containing so many Americans.

### WANTS A CANADIAN REPRESENTATIVE.

A large and influential company in London, England, has written THE REVIEW asking for representation in Canada. They manufacture waterproofs chiefly, as well as mantles, cloaks, etc., but they desire to give waterproofs first attention. Any manufacturers' agent who desires to write them can secure the address from the Editor of DRY GOODS REVIEW.

### ANSWER TO CORRESPONDENT.

"A READER," Thamesford. We are glad to have your communication, but cannot deal with the enclosure without name and address of sender. This is a rule adopted by all newspapers. It is found convenient in practice to know exactly who supplies information or makes inquiries. Requests to keep the name private are always complied with.

### ENGLISH HOSIERY AGENCY.

For the convenience of Canadian buyers of high-class hosiery and underclothing, F. & W. E. White, Loughborough, England, have opened up an office in Canada, and have appointed Mr. R. H. Cosbie, of Toronto, their agent. Mr. Cosbie and his representatives are now on the road, and will show a line of high-class hosiery and underclothing seldom seen in this country. In justice to themselves buyers are invited to see this fine line before making their purchases. The novelties in hosiery seem to be embroidery and lace effects.

BY BUYING  
**Pewny's Kid Gloves**  
 you get the  
**Latest Styles**  
**Best Colorings**  
 and **Surest Fits**

AND IN ADDITION  
 THEY ARE GUARANTEED.

**S. Greenshields, Son & Co.**  
**MONTREAL.**

Sole Agents for Canada.



**K. Ishikawa  
 & Co.**

Main Office :

**Yokohama**  
**Japan.**

Canadian Office :

24 Wellington St. W.,  
**TORONTO.**

**Be Sure You Get the Best**

**Paton's Scotch Boot and Shoe Laces**

"BEAT ALL GERMAN IMITATIONS."

**Cotton, Thread, Wool, Silk, Leather and Porpoise Hide**

**See Name on Every Box.**

**Better Value** cannot be got.

Send for Samples and Prices.

**Ward's Coronet Hard Ash**

RED AND BLUE LABEL.

UNEQUALLED IN QUALITY AND PRICE.

..... Sole Agents for Canada .....

**GEO. D. ROSS & CO.,**

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.



## WRAPPERS.



THE fact that some of the manufacturers of wrappers have been deterred from starting upon their Spring goods by the continued demand for Fall and Winter wrappers is one forcible indication of the rapidity with which this part of the garment manufacturing business is growing. Those makers who are careful to turn out tasty and well made goods find it simply impossible to keep up with orders.

A few days ago a representative of THE DRY GOODS REVIEW dropped into a wrapper man's office with an inquiry about Spring goods. "Come with me," he said, and he was led into the stock-room where there were about 10,000 yards of flannelette. "All that and much more has to be made into Fall wrappers before we can touch our prints. In other words, the call for flannelette wrappers has greatly exceeded our expectations." This late buying of wrappers has enabled our manufacturers to put out some new styles for Winter wear. In fact, some of the earliest Spring designs are being utilized in heavy flannelettes and retailers that stand in need of a further supply of wrappers can freshen up their stocks with entirely new productions. One of the newest effects is the inserted yoke with a sailor cape. Both yokes and capes are very popular. Braid trimming has also come into extensive use, and, from all appearances, we shall soon have wrappers as dissimilar to the patterns from which they originated as are the shirt waists of to-day to their ancestors of five years ago. Fashion is laying her powerful hand on the wrapper, beautifying it and making it much "fancier," as the retailer would say. There are now different collars employed, straight stand-up, low turn down, or the high turn-down. The skirts are often made with many ruffles, while flounces are very common. In Spring, wrapper skirts, ruffles and flounces will predominate. Other discernible points in regard to Spring wrappers are the round yoke and quite a good deal of lace trimming.

It is quite a noticeable feature of this extra Fall demand that the repeat orders are confined almost entirely to the better grades of wrappers. One manufacturer says he has quit making flannelette wrappers under \$13 50 a dozen, while his best sellers just now are higher-priced goods. Naturally he prefers to sell this better class of stuff, for he can put a better grade of workmanship into the garment, give it a better appearance, and, on the whole, make it more satisfactory to the wearer. We leave it to the retailer to draw the moral.

### TRADE NOTES.

The Canadian Wrapper Co., 411 St. James street, Montreal, is having a phenomenal success with its flannelette wrappers, the staff not being able to turn out the goods fast enough to supply the demand. They are still working on high-class Fall goods and will be for some weeks to come. This is substantial proof that their goods, when tried, have been adjudged "all right." They employ the best material money can buy, the most approved and latest designs and the

most careful workmanship. There is not a raw seam in their productions. This month they are announcing to the retail trade that they now have their Spring samples ready; their range comprises a line of the neatest designs that was ever shown to the trade.

### ENCOURAGE THE YOUNG MEN.

THE following, signed by "Canadian," appeared in a recent issue of The Ottawa Journal:

"For 20 years I have been looking out for some one to explain adequately the causes of the emigration of our young men. The quantity of humbug I have been forced to read on the subject during that time accounts for at least half of my grey hairs.

"Mr. J. W. Patterson's article in The Journal is the first honest attempt to gain insight into the mystery that has come my way. I could give you a number of instances which corroborate Mr. Patterson's argument. Mindful of your space, let two suffice. Let us name the persons A and B. A was in business in New York. He had gone there after failures to get capital for an enterprise in Canada. (This enterprise, by the way, was subsequently carried out by rich men and has succeeded.) A had an interest in the New York concern acquired by his ability and industry. Family reasons necessitated removal west. The head of the concern, after vainly urging him to stay, consented to buy him out. A was let to name a fair price for his share. Next day he got a cheque for double the amount. He was given a letter of introduction to a western capitalist in the locality of his new home. The western man at once acted on the letter and intrusted him with an important mission. He carried this out so well that within a year he cleared, as his share of the profits, \$15,000.

"Consider B's case. Like a prudent man, he left Canada without first trying to get capital for any enterprise. When I knew him in Chicago, 10 years ago, he made a modest living as a teacher. He did some casual work for a railway magnate. His energy obtained him more. He was given opportunity to work for himself as well as his employer. There are not to-day in Ottawa 10 men as rich as he. Neither A nor B is yet 40 years of age. Neither is what you would call an exceptionally brilliant man; just possessed of average sense, honesty and industry. Without the 'leg up' which they got from perfect strangers they would be in the United States what they were in Canada, obscure clerks on a pittance. I know a considerable number of young employes of rich men in Canada. Not one, to my knowledge, is encouraged to do well for himself outside his employment. In fact, if any tried to do so they would be dismissed.

"Let Mr. Patterson continue his researches. He is on the right track. This persistent talk of our small market, our colonial status, our climate, our politics, etc., to account for emigration, is overdone. A more potent cause is the timidity and the selfishness of a large majority of our moneyed men."

### GIRLS' WASH SUITS.

A good many manufacturers do not give much, if any, attention to smart wash dresses for girls. Boulter & Stewart have prepared a very extensive line of these goods which can be had for girls from ages 4 to 14, and made in crash, P. K., percales, etc., and all washable styles.



1840



Cottons

Woollens

Linens



1901



Silks

Carpets

Linoleums



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The Colonial  
Bleaching and Printing Co.  
Limited  
MONTREAL

**SPRING PATTERNS**

Now Ready

NEW COLORINGS AND DESIGNS



# "THE DISTINGUÉ"



*see cut 600 12 page 42*

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### CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, OCTOBER, 1901.

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### DUTIES ON GERMAN GOODS.

BY advocating retaliation upon Germany for the latter's policy in excluding Canada from favored nation treatment, as well as threatening to increase the duties on Canadian foodstuffs, The Montreal Corn Exchange and The Chambre de Commerce have pursued a reasonable enough line from the point of view of the grain trade.

But how would it work, say, in dry goods? The Canadian maker-up of goods using German materials now pays the full duty on these materials. Often this duty is as high as 35 per cent. British makers-up pay no duty on their materials, and they export the made-up articles to Canada at the preferential rate, which is not higher in any case than 23½ per cent. Take the matter of embroideries. When imported as such from the Continent they pay the high rate; when on British garments the latter come in, embroideries and all, at the lesser rate. The same argument applies to German silks for neckwear. The silks pay 35 per cent. duty on entering Canada. The same silks enter England free, and when made up into neckties can be exported to Canada at the preferential rate. To double our duties on such goods as German silks, therefore, would considerably dislocate local trade.

It may be said that our preferential tariff is really benefiting foreigners, whereas it was only intended to benefit the British manufacturer. This, indeed, is commonly heard in trade circles, and the present basis of the preferential tariff is often objected to on two grounds: That it diminishes the revenue without British manufacturers getting the full advantage; that it leaves the door open to fraud. The latter objection is, we consider, entitled to the most careful consideration. If any tariff changes are under consideration for the 1902 session of Parliament, we think this point should be well weighed in the light of our own experience since 1897.

All these tariff questions should be considered, we believe, from the standpoint of the honest trader. As Canada's policy is to benefit the British manufacturer, and not the foreigner, it is never too late to modify the tariff so that these two elements may be properly balanced, namely, advantage to British goods, protection to honest importing.

Are the members of the Canadian dry goods trade alive to the present importance of the question?

### THE INSOLVENCY LAW CHAMPION.

THE appointment to the bench of Professor Fortin, M.P., removes from Parliament the chief advocate in recent years of a national insolvency law.

The St. John Sun says: "He went to Parliament strongly impressed with the idea that Canada should have an insolvency law. Receiving encouragement from his leader, he prepared a Bill, which was submitted to the boards of trade and chambers of commerce throughout the Dominion. The measure attracted attention in England and was commended by Colonel Denison and the British Empire League in this country. But when Mr. Fortin undertook to fight it through the House he found his progress retarded by many obstacles. The Bill made some progress, but it soon became evident that the Government would not take it up, and that it was one of the innocents foredoomed to slaughter. Four sessions have been held since then and Mr. Fortin's Bill, with various modifications, has made an occasional fugitive reappearance, but the promoter leaves Parliament without having accomplished anything."

While it is quite legitimate in most cases to blame a Government for the failure of important public measures to get through Parliament, there are evidences in this question of insolvency that all the apathy and unwillingness is not on one side of the House. It seems a pity that a really candid and exhaustive debate has not yet taken place upon the subject.

The objections, if any, to the principle of a national law have never been thoroughly exposed in Parliament, and as long as its opponents avoid discussion it is difficult to make progress. Professor Fortin's labors entitle him to the thanks of the business element. We hope a successor with the same knowledge and breadth of view may take up the question next session. There is an opening for a good man.



**CLAIMS FOR SHORTAGES.**

**C**LAIMS for shortages continually come in to wholesale houses, and in at least nine cases out of ten it is found that the goods reported missing have been either passed into stock by a clerk without being checked off, or left in a case with packing paper, supposing it to be empty. Usually after inquiry in the department from which the goods come, and in the entry rooms where they were packed, if all the hands through whom they have passed feel positive they were shipped, a polite request is sent asking to make further search and see if it is not possible they have been received and not checked off.

Unfortunately, with some this request is misconstrued as a reflection on a man's word, whereas it merely insinuates there is a possibility of a mistake. Others, when the articles are found, merely send a brief line, and don't think of apologizing for the trouble caused; and, again, there are a few who never say a word. These are usually the ones who at first protested at their words being doubted. Fortunately, there is another class with whom it is a pleasure to do business, who, when they have found themselves in error, apologize like men, and do their best to rectify a mistake. With such, as we say, it is a pleasure to trade, and the little vexations of missing goods, etc., are soon forgotten. To illustrate our meaning, we quote as follows from a letter lately received by a wholesale house from a customer who had previously written reporting shortage:

"Your favor of the 23rd inst. to hand re shortage in socks, and, as you surmised, they were left in the case. When I discovered the shortage I thought they might have been overlooked, and asked the lad who had unpacked the case, but he was quite positive they were not there. However, on receipt of your letter, I had the case opened again and found them. I regret very much if I have caused you any trouble in the matter, and I do not think it will occur again, as I have discharged the party who unpacked the case, having found other errors as well. Trusting you will excuse my carelessness, I am —."

**BUYING EXPENSIVE LACES.**

**P**RESENT fashions favor the employment of lace, as everyone in the trade knows. In addition to lace boleros, scarves, etc., the material is used in millinery and for trimming dresses. It is very showy stuff in whatever shape it is used, and the fact that it has become so marked a factor in Canadian trade is an indication that fashions here approximate more closely to those in the older and wealthier centres of the world than is commonly supposed. Many merchants are handling very expensive lace goods. One might think the call was limited. In point of fact the sale is large. Not only is this true of a big city like Montreal, where women's dresses are expected to be more costly, but in other cities the lace sales are very extensive. With the growing wealth of the country, people are buying better goods. The profit on this

class of stuff is large, and its sale is consequently to be encouraged. By sticking to the cheaper lines of all classes of goods a merchant often limits his profits needlessly. With cheap goods competition is keener, the margin of profit less. A merchant, of course, knows how much his community will stand. But if he is too cautious he drives trade away to the cities and shaves down his own profits.

**CANADIAN HALF-HOSE.**

Quite a feature in the trade this season is Canadian half-hose of superior manufacture. These goods have been carefully examined by experts whose opinions carry weight and have been pronounced a distinct triumph of Canadian industry.

To make half-hose equal to imported goods so that they can be retailed at 25 cents a pair is a remarkable departure in this branch of dry goods. The goods are shown not only in black but in plain colors. Whether black or colored they sell at the same price. Hitherto the imported half-hose, when colored, cost more than the black, so that the Canadian makers have scored quite a victory in being able to offer this new line.

**THE P. E. ISLAND TAX.**

In writing to The Charlottetown Guardian anent the tax on commercial travellers, Attorney-General Peters says:

I notice in your issue of the 31st ultimo that "in several of the Provincial tax cases judgment has been given against the Government." This statement is entirely incorrect. Judgment was only given against the Government in one case out of a great number and that was the suit against the Tudhope Carriage Co., of which Mr. Alexander Horne was supposed to be agent. Mr. Horne proved that he was not agent, but that he bought these carriages out-and-out like any merchant buys his goods, and the judge rightly held that this company was not liable to the tax. The case against S. Greenshields, Son & Co., of Montreal, was withdrawn by me, as it turned out that this company was not a corporation but a private company, and it would be necessary to serve and sue each of the parties. A writ will be issued and served on them immediately and they will be compelled to pay the tax.

It appears from this statement that the recent decisions of the court, recorded in our last issue, were not so satisfactory as we had supposed. The case against Mr. Louson, the representative of S. Greenshields, Son & Co., is apparently to be renewed in another form, so that evidently the Island Government is determined that the whole controversy shall be "a fight to a finish."

There is an old maxim that the best way to get an oppressive law abolished is to enforce it. Its demerits become so generally recognized that the agitation against it acquires new life. So, in the case of this oppressive tax, the movement against it will become all the stronger.

We do not believe that it expresses the commercial sense of Island merchants. They are too clear-headed not to perceive that it prejudices their reputation in outside Provinces, and that the objects of the tax are not such as to excuse it. There are other ways of raising money which would not bring the Province into disrepute outside. The Island Ministry

must be poorly provided with ideas if another way of raising revenue cannot be evolved.

Is not this an illustration of how badly the business community is represented in Governments when a policy which exposes a commercial community to attack and ridicule is persisted in? Put half a dozen successful merchants at the head of the Government of Prince Edward Island, and we have no doubt the administration of affairs would be vastly improved.

#### ENGLISH COTTONS IN WHITEWEAR.

Quite a quantity of English cotton is now employed by Canadian manufacturers of whitewear. Those who import it say that it can be brought direct from Manchester by vessel and laid down in Canada for about three per cent. The duty on white cotton from England under the preferential tariff is 16½ per cent., so that the protection on Canadian cottons of this class is about 20 per cent. at the outside. This does not strike one as a very high rate of protection for an industry which, owing to our proximity to the United States, could not exist if not properly protected.

#### CANADIAN WOOLLENS.

THERE will be a meeting of the woollen manufacturers when the Manufacturers' Association meets in Montreal next month. The state of the industry will then, we imagine, be more fully laid before the public. The Montreal Gazette says:

The situation of the Canadian woollen manufacturing industry has not improved since, at the meeting of the shareholders of the Bank of Montreal, the general manager classed it among those whose prospects were less favorable than was desirable. The matter is brought to the public notice again by a letter in The Toronto Globe from Mr. Jonathan Ellis, of Port Dover, a gentleman largely interested in the woollen trade, and who is understood also to be a political friend of the present Government. Mr. Ellis speaks of the condition as serious, adding that "if relief is not speedily brought to bear, many of our woollen mills must soon cease to exist." The situation he ascribes to the "great curtailment in the output consequent upon the enormous importations of woollen goods under the preferential tariff." Mr. Ellis's remedy is an increase of the duty to 45 per cent., the reduction from which, under the preference, would not be sufficient to imperil the established Canadian industries. Practically, what is thus asked for the woollen trade was done for the cotton trade, the old duty being added to in the case of leading lines of manufacture, before they were subjected to the preferential reduction. Mr. Ellis declares himself in sympathy with the preferential tariff, but wants protection against it for himself, which is probably the attitude of a good many others. To grant his desire would nullify the effect of the preferential tariff in regard to woollens, but indirectly. It would be better to go straight to the point and abrogate the preferential clauses. They are not making for the good of this part of the Empire, which is the part Canadians are first concerned in building up.

There is a much better method of remedying the difficulty than abrogating any portion of the preferential tariff. Let the duties be raised on those classes of woollens which require more protection, leaving the one-third margin of advantage to British manufactures still in force. On the cheaper classes of fabrics, which are better made in Canada, a higher duty would do no injury. As for high-grade British woollens the trade in

them is satisfactory and tariffs of the moderate dimensions of ours cannot prevent their importation.

The woollen men will do well to ask for what they are likely to get, not for such a reversal of policy as the abandonment of an important schedule in the preferential tariff. This no Government could safely do, because public opinion thoroughly approves of the British preference as a principle.

#### PUSHING U. S. WALL PAPER HERE.

DURING the last month or two we have heard some discussion re the new invasion of the Canadian market by American wall paper. Two or three American houses have sent circulars to the trade offering, apparently, great inducements in the way of flat prices, that is, one price for the pattern combination. Papers as low as 2c. are emphasized with a view of suggesting general low values. We have made some inquiry re the effect of this, and find that the well-posted Canadian buyer has not been influenced. There was a time several years ago when Canadian papers had not attained the excellence of to day, but since then our manufacturers have made such a successful study of the wants of the trade, and have catered to it both in style and design, colorings and prices, that no dealer is likely to risk his trade by the introduction of a class of stuff which, as a whole, is in pattern unsuited to replace that which has increased his trade in the past.

Concerning value, a simple calculation will show our home papers to be on an average of 15 per cent. cheaper than the "push" goods at flat prices of the American firms referred to, while a loss of 5 per cent. interest on the cash outlay of 35 per cent. duty must also be debited to the latter.

Take, for instance, a Canadian 5c. gilt made on very superior grounded stock and with No. 1 gold. It shows 18 per cent. based on 100 rolls in combination, and this against American flat rates. Even 3¾c. combinations show 15 per cent. in favor of Canadian paper. It seems to us that the great hope of those very few American houses who are offering goods on this system is based on the "sprat to catch a whale" policy, i.e., that of offering 2 and 2½c. quotations as opposed to our 3c. This is more effective in circulars than in fact, which proves them more than likely to consist of last season's jobs, obviously patterns which did not sell in the States.

But even, if otherwise, it is a safe proposition to offer a man 5 per cent. of his order less even than cost in order to book 95 per cent. at a higher average, and it may be safely noted that they do not canvass trade which is likely to limit the orders to low grades.

Thus we find that a general average is what every manufacturer must have, and this is proved by the last Government blue book, which shows an import of over \$6,000 less than last year, but an average of 12.16c. per roll, an average far above any Canadian factory attains. Now, there is another point which should appeal to the ordinary dealer. Is it worth his while to close his account with a Canadian company which has his interest at heart, has the ability and is willing to help him expand his business, to force that company into opening a competing account with goods which are here to stay, for the alleged and temporary advantage in a grade of goods which are a bagatelle in comparison with his general order? No, we think not.



## Dress Goods.

### OPENING OF FALL RETAIL TRADE.

THE dress goods situation is at present very uncertain. Every retailer has now laid in a general range of Fall dress goods in different weaves and various fashionable colors, but just what fabric and what shade is to enjoy the big run is not yet determined. Everybody is holding his breath, listening for the password that will admit him into the real Fall dress goods rush.

Before this comes, we must have cold weather. The few days we have had started a little movement from retail hands, but the return of the heat drove all notions out of women's minds again. And after all the fashionable article is determined by the women themselves, not by manufacturer, wholesaler or retailer. These latter gentlemen, studied though they are in fashions, acquainted though they are with women's tastes, can never accurately determine just what will sell. Dress goods houses must needs send their buyers over to England and France to buy repeat orders of dress goods when the rush comes on, or make other arrangements for speedy shipment.

So far, the demand has not altered from its character of a month ago. Dealers are buying the boxcloths, ladies' cloths, amazons, venetians, cashmeres, coverts, serges, chevoits and homespuns. There is a great rush for tailor-made costume cloths, both from the retailers and manufacturers. Blacks are extremely popular, particularly cashmeres. Small figured goods sell very well in black, but nothing but plains are wanted in colors. Of course there are some slightly fancy weaves that find takers, such as solid amazons, but as a general rule the soft, absolutely plain cloth, is asked for. So far sales are much above those of last year.

Colors in demand show quite a range. Greys, fawns, old rose, drabs and slates are first-class property, but it is not every lady that can wear these colors, and dealers are not reconciled to the idea of calling a trying color a leader. Blues are good color and reds are sometimes asked for. Dealers do not find that there is the demand for mohairs and such lustrous materials as there seems to be in the United States.

### SILKS.

There is a splendid trade doing in black taffeta silk. One need go no further than the fashionable walks to see that. Seldom have there been so many silk waists, silk jackets and silk underskirts worn as during the past month. Of course colors are also in demand, but there are not near the quantities of them sold that there are of blacks. Plain goods only are wanted.

From all that we can see the trade may turn next season from the hard-finished taffeta to a softer class of goods. Peau de soie, tamalines, louisines and such goods will come more strongly to the fore. Waist manufacturers report this tendency, and wholesale houses do not dispute it.

### FLANNELS.

There is no cessation of demand for French opera flannels and importers are making special preparations for Spring flannels. Of course they will be lighter in weight, but otherwise they will not vary a great deal. Printed flannels will be very popular, and, bear in mind, the Persian effects will be pronounced leaders. We have seen many samples of these goods with a fancy Persian border and Persian dots between. They are very fine goods, seemingly incapable of reproduction either in Canada or the United States. We understand that this Fall Persian trimmings of all kinds have been very slow and are only beginning to move, but those best informed are convinced that before long these Persian effects must take with a rush.

### SPRING MUSLINS.

During the past two or three weeks we have had several peeps at ranges of samples of Spring muslins for next year. It will be a great muslin season—greater than ever. There is no doubt about that. Fine organdies, India linons, Swiss muslins, and a big line of linen and silk and linen batistes, both in plain, embroidered, hemstitched or with insertions, will delight the buyer of a few months hence. There are several important features we may anticipate. The materials will be webby and diaphonous. White will be strong, as also black and black and white. Linen which came so prominently to the front during the latter half of the Summer just past has been taken up strongly. The printed muslins are very elaborate and beautiful, large patterns, mostly flowers, and no doubt the fashion of having whole muslin costumes will rage more than ever next Summer. But more of this anon.

### TRADE NOTES.

The W. R. Brock Company, Limited, have been exceptionally busy during the month past in the dress goods department, and report large sales of their special ranges of tartans, serges, cashmeres, fancy blacks, homespuns, venetians, granite cloths, friezes and blouse materials. Many lines of these are exclusively controlled by them in this market and are being bought by the largest retailers in the country, and continual repeats coming in from the same firms prove they are correct materials and right values. Their stock is most complete and comprehensive, but if trade keeps up, and it shows every indication of doing so, many of their leading qualities mentioned above are bound to become exhausted and cannot be replaced in time for the Fall trade.

Owing to the upward tendency in the silk market, there has been an extra demand for both plain and fancy goods, and this firm claim to be much more busy than usual at this time of the year. It is particularly noticeable that light shades for evening wear are being sought after and the Brock Company are fortunate enough to be able to supply all requests in this respect. Black and colored taffetas for blouses and dress foundations are also meeting with a ready sale and a comparison of values should be made as this firm claim to be in exceptional position, having a quantity of goods bought at old contracts which have since advanced from 15 to 25 per cent.

The Standard Umbrella Manufacturing Co. is the title of a new umbrella manufactory in Montreal. The factory is on Cote street and the office at 30 Hospital street. They will manufacture all grades, from the lowest to the highest, and will supply the wholesale trade only.

# The Success of a Business

depends upon the worth and selling qualities of its wares.  
No time, money or trouble must be spared to make its  
product the best in the market and the lowest priced. ✱



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We have been telling you this in these columns for years, and each year has added hundreds of merchants to our list.

**THEY ALL SAY IT'S PROFITABLE.**  
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St. Louis Office :  
Broadway and Locust Streets  
St. Louis, Mo.



# Business Management.

Phases of the Question Vital to Merchants.

Charles F. Jones, in *Printer's Ink*.



THE New York store has for a long time made a practice of handing to each person entering its doors on its regular bargain day, a small bill giving a sort of recapitulation of the bargains advertised in the previous evening's papers. I presume that this is found useful in reminding shoppers of wanted things that they might otherwise forget and buy in some other store later on. This would not seem to some merchants like dignified merchandising, but I haven't a doubt that it sells goods, and that is paramount.

I believe that it is always a good idea to place in your window, conspicuously and at the right distance for easy reading, each new advertisement, especially if it refers to the goods on display. In cases where the advertisements are set in type too small to be easily read, I think it would often be worth while to have them reset in much larger type but in the same general style. Of course, the same advertisements should be posted prominently inside the store and each salesman should have that section of the advertisement which refers to goods under his charge for easy reference in case of any dispute or misunderstanding.

\* \* \*

Don't think that it isn't important to explain in your advertising your reasons for cutting prices, especially if the cut is a large one. Many an ad. quoting cut prices proves a flat failure simply for the lack of a little explanation. You never yet cut a price without having some particular reason for doing so, and you probably never will. It may not be a reason that you care to fully explain to your public; but in nine cases out of ten it will be one that you can give in a general and very satisfactory way without going into any of the little details that you do not care to divulge. Advertising cut prices has become so common and the advertised reductions are sometimes so great that it isn't to be expected that they will be credited unless accounted for in some plausible way. When the cut is because of some slight imperfection in the merchandise, something that the customer might not notice unless attention was called to it, simply take your possible customer into your confidence and give that as the reason for the low price. If the reduction is on account of an over-stock, just say that you bought too many of the articles advertised and don't wish to carry them over, therefore have cut the price while the goods are seasonable and desirable. If you are making the price concessions simply to get attention to some particular stock, it's easy to say that you are paying the public the difference between the regular and the cut price in order to induce them to purchase the article advertised, because you know that when once they have become acquainted with its good qualities they will buy that particular make in

preference to any other. If you have two reasons for cutting the price, by all means choose that one which presents the best case to the public. But there should be a reason, a good reason, for every price reduction, and it should be stated as simply and clearly as possible.

\* \* \*

It is told of Mr. J. E. Powers, who originated what is known as the "Powers style" of advertising for the Wanamaker store, of Philadelphia, that a department head in that concern once came to him with the statement that they had a lot of rotten gossamers which they wished to dispose of at a very material reduction from the original price. Mr. Powers told him to put a memorandum of the details on his desk and he would give the matter prompt attention. The department head heard nothing more about it until several days later, when on opening his morning paper he was confronted by his own words, "We have a lot of rotten gossamers," etc., in display type. It is said that the gossamers sold quite readily; but, however that may be, it is reasonably certain that the Wanamaker store was benefited by this bit of frankness out of all proportion to any possible gain that might have been made through selling the merchandise by a misrepresentation. Even the most skeptical would be inclined, after such an honest admission, to believe almost any statement that the Wanamaker store might make, even without the support that a good reason would afford.

\* \* \*

When the time comes for general cleaning out of Summer goods, don't do your price cutting on the installment plan as the season wanes. Take into account what it is worth to you to have the use of the money that is locked up in the Summer goods; consider what competitors are likely to do along the same lines; calculate the probable demand for the class of goods you are selling and then make cuts that will bring the desired results. Don't think that you will cut your ice cream freezers 10 or 12 per cent. now and another 10 per cent. later on, but make one job of it, and cut them 20 or 25 per cent. at the very beginning. Not that these figures should guide you in any way, because, in my opinion, a 25 per cent. cut is rather a small one and not likely to create much of a stir. Another point is, that in going down to the bottom price at once you are much more likely to discourage those who would follow you than if you were to make a little cut at the beginning, which any competitor could easily beat without going below cost. And don't regard cost as a "dead line" over which you must not step; don't hesitate to go a good bit below cost on goods with which you are overloaded or on little lots that you wish to soon see the last of.

\* \* \*

It is almost necessary for the merchant with a limited capital to keep every dollar of it at work; and he cannot do this if he carries over from one Summer to another any considerable quantity of merchandise. In advertising such sales

# The Anglo - Scotian Mills Co., Limited

Beeston, Notts, England.

*Lace Curtains and Nets*  
*Shawls and Hosiery*

Upwards of 3,000 patterns. Double and single borders.  
Superior finish guaranteed.

**DRAPERY NETS** are now an established  
demand. We have the finest range in the market.

Representative :

**Mr. J. H. Parkhill,**  
207 MCKINNON BUILDING  
TORONTO

## SAY !

Have you seen our

# Ladies' Wrappers

**FOR FALL TRADE ?**

Their strong **POINTS** are :

**STYLE, FIT, WORKMANSHIP,  
EXCELLENCE OF MATERIAL.**

In a nutshell

**They are TRADE-WINNERS.**

Nothing *CHEAP* about our line  
except the *PRICE*.

**30 Designs to choose from.**

Trial Order Solicited

**THE CANADIAN WRAPPER MFG. CO.**  
411 St. James St., MONTREAL.

# BROWN, GRAHAM & CO.

Also London  
and Manchester.

**37 Glassford St., GLASGOW.**

**Handkerchiefs**—Reds, Colored Borders and White Lawns.  
in Regular, Clearing and Job lines.

**Piece Goods**—Odd lines in Prints, Muslins, etc.

**Flags**—COTTON—Largest Range in Market at bottom prices.

**Coronation**—Look out for our New "Union" Range of Novel-  
ties for this event.

AGENTS IN CANADA :

**Montreal :** J. A. McCARILLE,  
1886 Notre Dame St.

**Toronto :** R. FLAWS & SON,  
Melinda St.



I think it is entirely fair and often useful to say "below cost" on goods which you are selling at actual cost as billed to you. In such a case you will certainly be selling below cost, because actual cost includes freights, rent, light, insurance, interest, salaries and every other expense incidental to the conduct of your business and of which each article should bear its fair share. However, I would avoid advertising anything at cost, because if the article advertised happens to be one on which you make an unusually large profit, the customer is likely to reason that the percentage of profits is the same all through your business and that you are charging higher prices than you need to or ought to, and possibly higher than those of your competitors. It is not desirable to give the general public any insight as to the cost of goods, because not one in a hundred—or in five hundred, for that matter—will reason correctly about it or take into account the other costs which the merchant has to pay out on his gross profits.

#### A CANADIAN AD. ATTRACTS ATTENTION.

The special Fall number of THE CANADIAN DRY GOODS REVIEW, recently to hand, shows the usual amount of good advertising for which such issues are noted. The color work and catch effects are quite up to the standard in merit—perhaps the most noted novelty being the four-page ad. of a wholesale dry goods firm. Each page of this bound-to-be-noticed ad. being cut across into five horizontal slips, with a well-worded paragraph on each slip printed in two colors. The fluttering of these semi-severed strips, as one glances through the journal, couldn't fail to attract attention and interest.—Myra Stafford Reed, in New York Profitable Advertising.

#### A PURCHASE IN OWEN SOUND.

Messrs. Ryan Bros., of Owen Sound, Ont., have purchased from the Molsons Bank the brick block on the west side of Poulett street, at present occupied by J. W. Redfern, hardware merchant, and J. R. Brown, grocer. Although it is the intention of Ryan Bros. to alter and occupy the block, the change may not take place for some time. The block was built by David Melville in the early '80's and is, architecturally, one of the most attractive business buildings on the street.

#### A NEW ENTERPRISING BUSINESS.

From what is said in trade circles, W. J. & J. A. McCance, St. Thomas, Ont., have just opened up one of the brightest and most business-like retail stores in Canada. Mr. W. J. McCance is the furnishing man and the life of the business, his brother being the silent partner. They have just built a new store and have equipped it with all the latest and most approved devices for selling goods. The inside is painted white throughout and the neat appearance is heightened by a judicious use of large oval mirrors and "Silent Salesmen." Down one side of the store runs a row of glass cases in which the whole hat stock will be kept. It is Mr. McCance's evident intention to handle special and exclusive lines and he has already been granted several agencies for the city, among them "Salem" and "Monarch" shirts, Cluett's collars and Harris' suspenders.

A handsome advice card has been sent out to their customers by W. S. Rough and J. F. Boxall, Northwest and Manitoba representatives of John Macdonald & Co. On one cover are portraits of the Duke and Duchess of York with the apt query, "Have you seen them?"

# "Lawrus" Fabrics.

These Fabrics include a large range of new specialties for the coming season, and include an extensive variety of black and colored, plain and fancy Mohairs for Dress Goods in all grades and can only be supplied by

**Law, Russell & Co., Bradford, England.**

Every yard stamped "Lawrus."

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and at the Windsor Hotel, Montreal, during the months of September and October, with a complete line of new styles for Spring, 1902. We would also call special attention to our various cloths in high-class rainproof goods.

## TRADE-BOOMERS.

MR. MERCHANT: If **YOUR** business is not paying—if it's slow—**YOU** are to blame. **YOUR** business is just what **YOU** make it. Wherever there is a store and stock there are people, and people are always buying. If they pass **YOU** it is because they are going to a more up-to-**DATE** dealer, a man who appears to be in a **LIVE** business. If **YOU** want to increase **YOUR** trade, write to **ME**. I am a **BUSINESS-BUILDER**. Years of experience as a salesman, merchant, journalist, and at ad-writing, enable me to furnish **YOU** with a **TONIC**. Whoever **YOU** are, wherever you are—write **ME** for particulars.

MY BUSINESS BRINGERS WORK WONDERS. WRITE TO-DAY.

YOURS TRULY,

"MY AD-WRITER," 33 Clinton Street, Toronto, Ont.

## A "Busy" Telephone Line

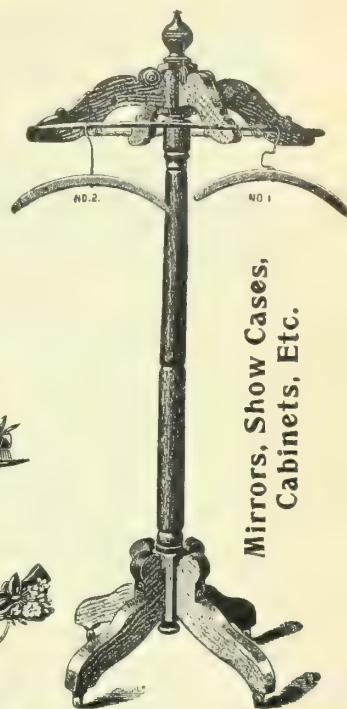
is a Telephone line in use. If you receive many complaints that your line is always "Busy," it shows that while someone is talking to you someone else wants to talk to you—that your correspondence is too much for your Telephone facilities. For details apply to the local manager.

The Bell Telephone Co. of Canada.

## DISPLAY FIXTURES

OF EVERY DESCRIPTION.

In Wood, Nickel, Wax, Papier Mache, Etc.



Mirrors, Show Cases, Cabinets, Etc.

Write us for our large 100-page catalogue, containing every kind of modern Display Fixtures.

CLATWORTHY & CO., 46 RICHMOND ST. W., TORONTO

## DELFOSSSE & CO.

*Both to mont. office 7/10/01*



We are showing at the present a large choice of fine wax figures made of the choice wax, guaranteed to any weather, cold and heat.

We guarantee to give on each figure 3 ounces of human hair in brown—dark or light, black, blonde, including the bust form, for

**\$17.90** Net Cash.

## Window and Store Fixtures, & Fine Wax Figures, Busts, Forms.

We are making the finest line of Silent Salesman Show Cases that is possible to produce for all kinds of trade.

WE MAKE A SPECIALTY OF

## Store Stools and Triplicate Mirrors.

Natural Prepared Plants of all descriptions.

Palms, Areca, Macra Zinia, Draceana, Sago, etc. Artificial Flowers, Roses, Carnations, Hyacinths, Ferns, Grape Vines, and Ivy in yards long, etc.



Wholesale Only.





## CANADIAN TRADE.

TRADE is satisfactory, so both wholesale and retail circles say, and if we have cold weather the retail business will be much accelerated. Jobbers say that their house trade the past month has been good. Travellers with Spring samples are now on the road and orders thus far have been equal to, if not better than, those taken up to the same date in 1900.

There is a brisk sale for squares, and, as for curtains, what with better values and lower prices than last year, the outlook is distinctly favorable. There is no change in the prices of Canadian oilcloths this month. The trade in wilton velvet carpets is on the increase.

Travellers for the English carpet manufacturers are now in the Maritime Provinces working their way west, but it is claimed that the sales of English carpets made by jobbers are increasing faster than those made direct.

## TRADE IN THE STATES.

The Carpet Trade Review says that the business done in  $\frac{3}{4}$  goods and domestic rugs to this date has been fully as good as is usual at this time. There are indications of some slackening in ingrain productions.

The Oriental rug trade continues very active, and the sales of these goods since the season opened has reached a volume greater than in any corresponding period of previous years.

The straw matting trade is usually a prominent feature of the floor covering business at this time, and the present season is no exception to the rule. On the contrary, the demand for both China and Japan mattings seems to be larger than ever before.

Retail trade has opened well throughout the country, generally speaking, but, of course, cooler weather is needed to make duplicate orders conspicuous.

## DRAWBACK TO SMOOTH FLOORS.

While hardwood floors and Oriental rugs are pleasing to the eye, they are not always congenial to the feet. The subject came up in England at an inquest on an aged inmate of the Holborn Union Workhouse, whose death was caused by slipping on the polished floor. Speaking of this incident, The Westminster Gazette said: "The polish undoubtedly looks well and keeps clean, but it is trying at times. Many a graceful entrance into a room has been converted into a wild and ludicrous scramble by stepping on a rug or mat lying on the slippery surface. Instead of grasping your host's hand you land on your own back or on his front. For old and feeble people the exercise is extremely risky."

## GERMAN LINOLEUM COMBINATION DISSOLVED.

A despatch from Berlin on the 12th inst. stated that the combination among the nine linoleum factories in Germany has been dissolved.

We published in a recent number the statement of a United States consul in Germany that inquiries were being made in that country for American linoleum.

We have since learned that the reason British linoleums were not sold in Germany at prices under those of the German

manufacturers' syndicate was owing to an agreement between the German and British manufacturers regarding prices. German merchants, therefore, turned their inquiries toward America, with a view of buying our linoleums to break the home combination. This aim is now apparently accomplished, and with open competition the German and British manufacturers can readily beat us on prices in those markets. —New York Carpet Trade Review.

## TO CLEAN LINOLEUM.

From time to time inquiries have come to this office as to the best way to clean linoleum, and to retain its natural gloss. One or two inquired if varnish could be applied to the surface.

To varnish linoleum would be to destroy its life and elasticity, making it little better than ordinary oilcloth. The best method, according to a number of cleaning concerns, who have been interviewed in the matter, is simply to wash the linoleum with tepid water and some good soap, in which there is not too strong an alkali. A cup of sour milk added to two gallons of water may be used to bring out the gloss, and gives admirable results.

There is great danger in using any chemical preparation in work of this kind, as it is not only liable to ruin the essential resiliency of the cork, but fade the colors in the pattern. —Carpet and Upholstery Journal.

## "BEARING" PRICES IN THE UNITED STATES.

The gathering of the wall-paper clans in New York City at the Gilsey House last month was marked by an exceedingly large attendance of buyers from all parts of the country. It is generally conceded that the market opened up in rather unsatisfactory shape and on account of the fact that certain materials entering into the manufacture of wall paper (notably paper stock) had undergone some reduction, the buyers started in in a dogged way to bear the market to its lowest point. They shopped around from room to room in the Gilsey with marked persistence without placing orders of any volume for some days. Naturally, under such strain some of the makers broke down and booked orders at less prices than they could have obtained if they had held out to the end. The new design idea was rampant throughout the entire showing of all manufacturers. New designs by the score were shown by all the makers and the number of variations of each pattern was unusually large. There was a great deal of talk in the lobby of the hotel to the effect that it would be impossible for certain factories to last for six months longer under the present methods of conducting business. Most of the wall-paper factories are patrons of the paper trust and this corporation is in no sense accommodating to its customers. —American Carpet and Upholstery Journal.

## FALL BUSINESS.

From now on, till Christmas, there will be a great demand for window shades, furniture coverings, draperies, curtains, portieres, lace curtains, curtain fixtures, etc. Everything embraced in these lines can be had from the manufacturers, Messrs. Geo. H. Hees, Son & Co., who sell such goods at a price that affords the retailer large profits. If you are not already dealing with Messrs. Hees, Son & Co. you will find it greatly to your interest to get into line with this firm.

## JUST RETURNED.

Mr. Haas, of Messrs. Geo. H. Hees, Son & Co., who has been in Europe for some time past, has just returned. He has visited the manufacturers of fine upholstery goods, and has purchased lines which, owing to the limited quantity used,



*The*

**WATSON FOSTER CO.**

LIMITED

**MONTREAL**



SILVER MEDAL  
PARIS 1900  
CHICAGO 1893

**WALL PAPERS**

**THE MAN  
WHO HESITATES**

TO BUY WALL PAPERS BEFORE INSPECTING  
THE WATSON FOSTER LINE  
FOR 1902

**IS SAVED BY FAITH**

IN THE UNIVERSAL TRADE VERDICT OF TO-  
DAY, THAT IT CONTAINS BY FAR THE GREATEST  
VARIETY OF SELF-SELLING, PROFITABLE GOODS,  
IN ALL GRADES, SUCCESSFULLY MEETING  
HOME AND FOREIGN COMPETITION,  
AND BY CONFIDENCE

IN  
THE  
**WATSON, FOSTER CO.**

OCTOBER, 1901.



it would not pay to manufacture in Canada. The trade will find these new goods, which are now arriving, ahead of anything which has yet been offered in our markets; and as Messrs. Hees, Son & Co. buy these goods in immense quantities they are able to sell at a price here in Canada which is much less than the ordinary buyer could lay them down for. The growth of their business the last few years, since they have taken up this line of goods, is an assurance that their goods are right, prices are right, and they are the right people to deal with.

#### TRADE NOTES.

John Macdonald & Co. report their stock in good shape, as repeats have arrived, also special lines bought for house trade. One special line is an extra thick linoleum, 16 4, to sell at a moderate price, being a manufacturer's stock lot. In mats and rugs the range is complete, as three repeats of the best selling lines have come to hand. The firm being sole wholesale agents in Canada for Crossley's Wilton velvet carpets, report an ever-growing demand for them, as they have the appearance of makes of double the price.

#### NEW INGERSOLL STORE BUILDING.

The building for Holinrake & Co., Ingersoll, which for the past four or five months has been under way, is now about concluded, and the three stores known as the McCaughey block have been transformed into one large modern dry goods establishment. The ground floor is 52 x 90 feet, with a front of magnificent plate glass windows, surmounted by chipped glass ventilators and Luxfer prisms the entire width of the store. The main entrance is ten feet wide, with four large doors paneled with beveled plate glass. The show

windows are strictly up to date, being entirely enclosed, and having plate-glass mirrors extending across the back.

The counters are of solid oak, the design being more of a table. Across the front of the centre fixtures is a very fine glass counter, 14 feet wide.

At the rear, sixty feet from the main entrance, is the millinery room on a slightly raised platform. In front of this is the cashier's desk, business and private offices. A cash carrier system has been installed, there being seven stations extending to the different departments, the fittings of the same being of nickel and aluminum. In the millinery department it has taken about 125 yards of Brussels carpet to cover the floor. This carpet is a very neat pattern of green, specially made for showroom purposes. Fine plate-glass mirrors extend around the room. To the left is the millinery workroom, which is well lighted. Adjoining this is a ladies' toilet room for the convenience of customers, which is fitted with hot and cold water, etc. Off this room is the lavatory with the latest and most approved sanitary appliances. Cloak rooms for the use of the staff have been provided. The entire store is painted white. The walls are papered with a light blue ingrain.

Leading to the second flat there is a handsome stairway of the most modern design, 6 ft. wide, and with a landing about half way up. Most of the second flat is devoted to carpets and house furnishings. It is 40 x 60 ft., the shelving and fixtures being specially made for carpets. The walls are papered with a light terra cotta ingrain with frieze and ceiling to match. Two large rooms open out from this flat, one of which is used as a reserve stockroom, and the other as a special showroom.

# WOVEN HONESTY

is what your customers walk upon, who buy our

## CARPET SQUARES

—IN—

## WOOL AND UNION.

There is no doubtful material used in our mills—no yarns but the best, no dyes but the surest. You can come to us and see for yourselves—but you don't get a chance to see the imported article made.

Our Carpet Squares are made to sell quickly, to wear slowly, and to give satisfaction to the end.

If you are open for a line, we would like to furnish samples, etc. "Squares" are mostly 3 or 4 yards wide, but any length.

**GUELPH CARPET MILLS CO., *Limited***  
GUELPH, ONT.

# THE DOMINION CARPET CO.

LIMITED

MANUFACTURERS OF....



## Brussels Carpets



in every grade.

Our travellers are now on the road with a full line for Spring and will call on you shortly.

Manufactory: - SHERBROOKE, QUE.

# W. TAYLOR BAILEY

*to Jos. Eaton & Co.  
28/10/01 S. Sugden*



Upholstery Supplies,  
Drapery Fabrics and  
Brass Goods,

MANUFACTURER OF . . . . .

## Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.



# The Hat, Cap and Fur Trade.

## Current Retail Trade.

The Fall hat trade has opened up well in soft hats, and there is little doubt but that the coming late Fall and Winter sales will be satisfactory to all dealers. The tourist trade is a good one this season.

The trade, so far, runs greatly on soft hats. Stiff hats are too much of a change from straws and the very light Summer felts, but their sale will soon commence, and then dealers have reason to look for a trade better than any previous year.

The English and American shapes are very much alike, which prevents the dealer from making the amount of bad stock that he otherwise might. The extremely small shapes cannot be seen, which is also a good thing for the trade. Stiff hats have a decided tendency to larger shapes.

The Canadian trade takes them in all sizes from a 5-inch to 6 inch crown. The preference at present is for the former, but later on the higher crowns will be liked best.

## Soft Hats.

The soft hats, which are now in the lead, are best, in the majority of shapes, in dark or steel grays. In others, black lead.

The wide-brim fedora shapes have disappeared, and in their place are the soft hats after the Duke of York and Panama shapes. The former of these goes best in dark shades of grey. We have followed the American fashion, as far as shape goes, but the light pearls worn in the United States are not good for the Canadian Fall trade. The brim is well rolled up on the sides, and the front and back have a droop that resembles that of the stiff Duke of York. The young men's shape in this hat has a lower crown, but the same flare brim. All the bands are deep.

The Panama style of soft hat is much drooped in the front and back. When the crown is dented in at the sides and top a comparatively close resemblance in shape to the Panama straw may be secured. This hat is well liked. It is shown in all the leading colors, but steel or silver grey are the best. The band is about  $1\frac{1}{2}$  inches or 2 inches deep.

A few of the black soft hats with straight, or slightly rolled, rim, are selling, but black is not particularly favored in soft hats.

For Fall wear the rough finished camel's hair hats are now enjoying popularity. The darker shades in greys, some almost black, are the favorites. Besides these some blue and light brown shades are shown, but there is not much demand for them. The grey shades match the popular overcoats to perfection, so it is not likely they will be displaced by anything else this season. Some neat stitched effects are being worn in this hat that look very well.

The English style is rougher than the New York makes, which have more of the tweed effect.

## Stiff Hats.

The stiff Duke of York hat has dropped off to nearly nothing. This hat did not have a very long run, but it is not expected to come in again.

As above mentioned, all stiff hats show a tendency to larger, higher shapes. The early Fall trade started off with

5-inch crowns, now and then even smaller than that, and it has got up to six inches already, among a certain class of trade—the best. This will likely be the prevailing height for the Winter. The crowns are quite full and have not a narrower appearance in the high shapes than in the low.

The American makes have in all the shapes well rolled brims, but there is much more droop to the front and rear in some than in others. One style has a full crown, a brim well rolled up on the sides, but with very little droop. The front and back are quite flat set, and have a square appearance. The crowns in this run from  $4\frac{3}{4}$  to  $5\frac{1}{2}$  inches, the brims,  $1\frac{3}{4}$  to  $1\frac{7}{8}$  inches, a  $\frac{3}{4}$ -inch band and broader binding on the sides than most hats. The curl of the brim is large and round.

Another, which looks something like the "King Edward" hard hat of last Spring, has a lower crown than most of the shapes. The buckle is there, and the band is a very deep one, about  $1\frac{1}{4}$  inches I should say. The sides of this hat are not as much rolled as in some others, but they are brought close up to the crown, and the droop of the front and back is very pronounced.

There are very few browns selling in the fashionable hard hat, but in larger shapes, suitable for middle-aged and elderly men, brown is a good color in rather light shades.

## What About Browns?

It is not admitted by many that brown hats are likely to come in soon again, but here and there you find a man, generally one who does a pretty high-class trade, who will say that they have a good chance to sell well even before the Winter comes on.

Brown in clothing is to shortly be the fashionable color, according to the tailors, and as hats are as a rule matched to the clothing, there is a strong probability that this color will be good in them also. It will be worth while, at any rate, to keep an eye on this feature of the trade.

## The Fur Trade.

The trade in furs is reported to be running on a higher class of goods than ever before. There is a good demand too. In the cold weather of September several houses were as busy as at many times in the late Fall and the Winter season, though this demand dwindled to a very small one in the following warmer weeks.

Electric seal is as popular as ever, and it has killed the trade in ladies' grey persian lamb jackets, though for children's goods they are still good. But an electric seal coat can be got for \$30 or \$40, and now it would be hard to get a grey persian lamb for less than \$50. The wearing qualities of electric seal are nothing to speak of, but this does not seem to be a great consideration with buyers, and these coats are to be perhaps even better sellers than they have been.

Chinchilla is apparently to be the most used trimming of the season. It looks well with almost any kind of fur, and when used alone, made up into sets, there is nothing prettier.

# James Coristine & Co., Limited

Manufacturers  
—of—

## HIGH-CLASS FURS

— MONTREAL.

Sorting orders will have prompt attention. Catalogue and  
Price List on application.

# James Coristine & Co., Limited

Importers  
—of—

## Felt Hats, Caps AND Straws

— MONTREAL.

Our representative will submit samples during the month.  
Styles and Values never better.

# Gillespie, Ansley & Co.

WHOLESALE AGENTS FOR

— TORONTO



Our travellers have the new collection of samples for Spring, 1902, and we ask your early inspection of the line, so as to insure delivery at the proper date.

Your attention is requested to the Caps and Straw Goods. The range of Ladies' Sailors and Ready-to-Wear Hats is very complete, and extra good value.

## FUR DEPARTMENT.

We have IN STOCK:

Caperines, all prices

Boas, new designs

Muffs, Gauntlets, and Ruffs

Ladies' Astrachan Coats

“ Electric Coats

“ Raccoon Coats

Men's Wallaby Coats

“ Wombat Coats

“ Black Dog Coats

“ Raccoon Coats

“ Caps and Gauntlets

Robes of Grey Goat,

Black Goat,

Hindoo Buffalo.

Alaska Robes,

a very warm Cloth interlined with Rubber,  
a good imitation of Buffalo.

PERSIAN LAMB and SEAL JACKETS made to order from measure form.  
SOFT AND STIFF HATS IN STOCK, at all prices. Write for Samples.



**HATS AND CAPS—Continued.**

Some striking boas are shown in chinchilla which will be in good demand.

One of these chinchilla sets includes a beautiful Victorine, lined with purple velvet, with heavy white brocade. The collar has black gauze edging.

That old standard mink has come to the front again in a surprising manner. This fur will be one of the leading features of the season. The mink cape presented to the Duchess of York has been reproduced by a Toronto furrier, with the difference that instead of the throat clasp of gold, this cape has a number of mink tails. Only the backs of the skins are used in it, giving a flounce effect that is very pretty. The length of the cape is 32 inches, the flounce at the foot being about 18 inches. It is lined with figured silk. The price is \$300.

The use of the backs alone is quite frequently noticed in this year's mink garments. Caperines are particularly popular made up in this way.

Blue fox is good. American tourists in Canada show a special fondness for this fur, and our dealers have disposed of a lot of it to this trade.

Cross fox sets sell well also. A muff novelty in this that is taking well has the head, tail and paws of a mink made up in such a manner that the animal appears to be lying inside the muff, his head and forepaws hanging out at one end, while his tail and hind legs dangle from the other.

Persian lamb, of course, is as big a thing as ever. Mink, chinchilla, sable and ermine are the leading trimmings.

An Eton coat with edgings of ermine is very handsome. Eton coats are a little too cold, however, for this country. Jackets take best.

Russian seal is in better demand than ever. Sets in this fur run from \$400 to \$1,500, about \$150 being the price of a good skin. This is about the most expensive fur in the trade, and when such furs sell well, as they are now, it says something for the good class of trade doing.

Opera and carriage wraps must not be forgotten. The popular colors are in greys and fawns just now. These can be worn as either evening or carriage wraps, when the brighter colors cannot. Hence, their popularity.

Silk and satin linings are shown in the richest effects.

Some white satin ones with figures in self colors, and others with figures worked in black brocade are good.

White fox and Thibet seem to be the most popular trimmings.

There is nothing particularly new in men's fur or fur-lined coats. The latter with either mink or seal linings and other trimmings are the most popular.

The travellers of the leading hat, cap and Samples for 1902. fur importers are just leaving or have left for their respective fields, confident that there is a heavy trade awaiting them for Spring, 1902, and, of course, each enthusiastic in the belief that he has the best line on the road. The range includes a very large and varied assortment.

Perhaps, never in the history of hats has there been so much emphasis laid on soft hats as there will be for next Spring. The past Summer has been one that has shown a decided favoritism for fedoras of many shapes and it would seem that the gentleman must have different hats for different occasions just as the lady has. The stiff hat will always be a staple, but it would appear that it is being relegated to that position, for no fancy shapes are "taking on" in the Spring

Made by Gillespie, Ansley & Co., Toronto.



"MEDICI."

range, even the "Duke of York" fading into insignificance. Crush hats are so popular that the sale of cloth caps has been affected.

English manufacturers have taken up the wide brim idea in fedoras. The crowns are low. The brims are all low set, while sometimes there is a tendency to curl. The popular colors are the pearls, otter, belly, black and slates; Cubas and browns are slow. The latest productions in soft goods are on the golf order and they seem to be free sellers.

On account of the tendency to wear black in England and Canada since the Queen's death, and now that the United States are plunged into national mourning, stiff hats are worn in nothing else but black. A few dark browns are being sold, but not many. Manufacturers have been endeavoring to push

*I am confident I have the proper* \_\_\_\_\_

## STYLES IN HATS

*for you for the coming season.*

*Wait for me if we have called on you in the past, write to me if we have never called on you. It will pay you to know my goods.*

Estate Late \_\_\_\_\_

**J. ARTHUR PAQUET,**

**Quebec, Que.**

SAMPLE ROOMS { 5 Victoria Square, Montreal.  
52 Bay Street, Toronto.

Main Street, Winnipeg.  
338 Hastings Street, Vancouver.

THE \_\_\_\_\_

**CANADIAN COLORED  
COTTON  
MILLS COMPANY**

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Cottonades, Tickings, Denims, Awn-  
ings, Shirtings, Flannelettes, Ging-  
hams, Zephyrs, Skirtings, Dress  
Goods, Lawns, Cotton Blankets,  
Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO

## DYEING DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks,  
Cottons and Velveteens,

Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

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The **BISHOP** NATURAL  
LEATHER

## Fur Robes and Coats

**GUARANTEED**

to be the best goods for the money, in the world. Be sure their name on  
silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of Canada and  
the United States.

**THE J. H. BISHOP CO.**

IMPORTERS, DYERS, SKIN DRESSERS  
AND MANUFACTURERS,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.



**HATS AND CAPS—Continued.**

stiff pearl hats, thinking that the popularity of the color in soft goods might be transferred to the stiff article. But, so far, the attempt has been pretty much a failure. No hat of this kind can be sold under \$18, as the stiffening must be very fine. The square crowns which have had such a run are not selling, and, at present, such reputable makes as Knox, Kingsley, or Dunlap are showing nothing extraordinary. The crown is a little higher and fuller, while the brim is a little wider,  $2\frac{1}{2}$  to 3 inches.

There is a feeling that although rough braid in straw hats will be fair sellers for next season, split and fine braids will be in much better demand. The new panamas are finding favor in some quarters, but they are very high-priced for this country, and the Porto Rican, which is very similar and lower in price, from \$18 to \$36, will no doubt prove a better seller. American manufacturers have pinned their faith to linen hats, and are showing them in large variety for ladies and men.

Ladies' straw sailors are shown in some nice natty designs for Spring. There is a tendency to the rustic braid, mostly white and black, although there is a sprinkling of colors. The crowns are somewhat lower than last season.

The "Christy" Brand.



The cut herewith is the famous "Christy" brand, the trade mark of a name so well known in the hat business that most men walk into a store and ask for a "Christy stiff," meaning a hard hat, and call any kind of hard hat a "Christy." The excellence and increasing popularity of the real "Christy" may be seen in the fact that the sales have about trebled in the past few years. Messrs. Gillespie, Ansley & Co., who are the sole Canadian agents for these hats, are experiencing an immense demand for the the "Christy" two ounce soft hat. It is an understood fact, by the way, that the "Christy" soft hats are taking as high a place in the hat trade as the stiff variety have long held. They are certainly as good.

A Room For Customers.

A good idea of Messrs. Holt, Renfrew & Co.'s is the reception room which is a feature of their Toronto house.

This was intended to be a place where ladies could meet on appointment. It is not supposed to be connected with the business, though it is in a room just off the fur department. It has been a success from the first, and no doubt helps their fur trade in no small way.

The room is decorated with nothing but Indian curios, novelties and goods. A birch bark canoe is hung from the ceiling across one corner; in another stands an Indian dummy, in full war paint and feathers; moccasins, snowshoes, paddles, bows, arrows, feathers, etc., are hung all over the walls, and a sofa at one side is decorated with Indian beads. The room is a novelty that takes well, and every day ladies meet and have social chats, and incidentally get an opinion of Messrs. Holt, Renfrew & Co. that results in an increase of trade for that enterprising firm.

From the Russian Fair.

Reports from the great fair at Nijni Novgorod, Russia, state that the quality of Persian lamb this year is much superior to former years. The Winter had been mild and the sheep, having had abundant food, were of good size, with a good description of curl.

Most buyers expected a sharp decline from last season, but this was not very marked.

The quantity of astrakans offered was about half that of last year's supply. The price has advanced about 20 per cent. on account of this small supply.

Broadtails are about in the same condition as astrakans. The quantity is comparatively even smaller, being about one-quarter of that of last year. In the demand for American account the advance is about 30 per cent.

Silk Hats.

Perhaps there is a greater difference between the English and American styles in silk hats than in other shapes.

The English style, which this year seems to be preferred by Canadians, has a higher crown than the United States make, and a much flatter brim. The brim on the young men's English hat is more like the American in this regard, for the brim has a heavy roll, but it is not as great as that on the Knox and Dunlap hats.

The American silk hat for young men has the same bell-shaped crown as the English style, though it is a little lower. The brim has a large roll, turned close up to the sides. For older men the American hat is larger all around, and there is not the same curl to the brim.

The band on the American hats is deeper than that on the London styles, the young men's hat having a very broad band.

Handsome Catalogue.

The James Coristine & Co., Limited, have issued a very handsome fur catalogue, showing by fine illustrations the latest designs in fur garments. It is printed on finely coated paper, and is nothing if not clearly descriptive. No dealer in the country should be without this authority of Montreal's leading fur house. Copies may be obtained on application.

James Coristine & Co. are showing a special line of Manchurian buffalo robes and coats, which have proved themselves good sellers, and will, no doubt, prove satisfactory to the consumers. They are also showing an Australian bear coat at \$20 and \$22.50, and, at the present time, they are unable to keep pace with orders.

The Dominion Hat Co. is to be congratulated on its acquisition of Mr. George Strachan as a member of the firm. Mr. Strachan has been a well-known figure in the commercial life of Western Canada, and British Columbia in particular, for the past twelve years, having represented Messrs. Caverhill & Kissock, the "D. & A." corsets, and J. Mandleberg & Co. for that time; so, his services to The Dominion Hat Co. as their representative in Manitoba, the Northwest Territories and British Columbia will be very valuable.

Mr. George Strachan is a brother of the gentlemen of that name in the Dominion Hat Co., and the style of the firm will be changed to Strachan Bros., instead of Strachan & Hay.

The progress being made by this company will be hailed with satisfaction by Canadians. There are not a great many hat manufacturers in Canada, and it is a pleasure to note the success of those we have. The Dominion Hat Co. is a very busy concern, taking a front place in the hat trade of Canada. Their stiff hats are well known throughout the country, and now, that they are making a specialty of soft hats, we may be sure that these will be just as great favorites.



"Baroness," No. 628.



"Empress," No. 539.



"Chantilly," No. 626.



"Edgemere," No. 632.



"Exposition," No. 650.



"Peerless," No. 642.

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C.B. 2/1/30  
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LETTER  
ORDERS

promptly  
attended  
to.



"Emperor."

Men's Wool Hats from \$4 50 to \$10.50.  
Men's Fur Hats " 12 00 to 22.50.



OUR  
SAMPLES  
FOR  
SPRING

are now on  
the road.

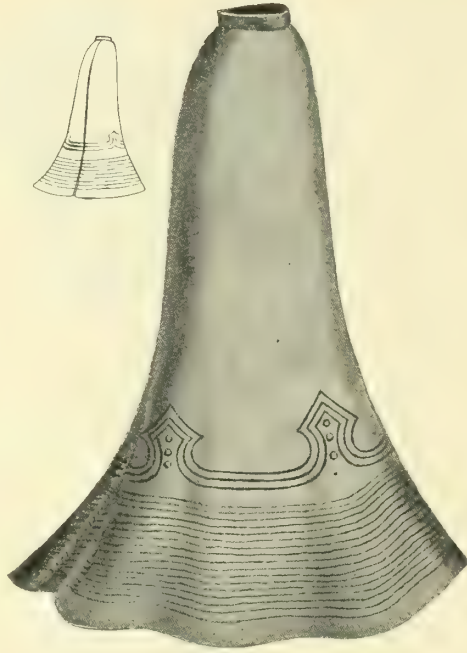
# Dominion Hat Company,

STRACHAN BROS.

Manufacturers of  
WOOL, FUR and STRAW HATS

24 Bay Street, Toronto.





NEW  
and STYLISH

# Costumes Jackets Skirts

ETC.

INSPECTION  
SOLICITED.



S. F. MCKINNON & CO., Limited, TORONTO and MONTREAL.

# Canadian Millinery Review.

Autumn Season, 1901.

## RETAIL MILLINERY OPENINGS.



THE retail millinery openings this Fall were, on the whole, accompanied by much pleasanter weather than last season. In very few places did rain spoil the openings. The trouble in some places was that the weather was altogether too fine and warm, and it was thought that if there had been more reminders of Fall and less evidence of Summer there might have been better buying. However, there was little to complain of, and the Fall millinery openings of 1901 must be added to the list of the successful ones.

The past year has been one of the most prosperous in the history of A. Macdonald's dry goods store, Stratford, Ont., and their millinery opening, and that of the mantle department which went with it, was well calculated to commence another prosperous year. A feature of this opening was the enormous business done in Gainsborough hats. Black and white in trimmings were very much in evidence.

The hats of E. B. Crompton & Co., Brantford, Ont., were very much admired in that city, and the millinery room was crowded from morning till night. Their window display was a trade-bringer. Three large Corinthian columns festooned with shaded lights made an attractive front to the window, farther back in which stood two wax figures, dressed most stylishly and with large picture hats which must have made excellent advertisements for Crompton's millinery.

Campbell Bros., of Woodstock, Ont., held their opening on September 20. Visitors noticed that the goods were of a richer quality than ever before. The use made of gulls' wings and all feather trimmings showed much taste and resulted in big sales. They also opened their fur department and carpet and curtain department at the same time, and few visitors to the millinery room neglected to inspect the others also. This plan was adopted by John White & Co., also, with much success, and the millinery department which, of course, was the chief attraction, having been thoroughly examined, and buying being done, a visit was paid to the mantles, furs and carpets. The carpet department is particularly large and well stocked.

The people of St. John, N. B., gave Messrs. Macaulay Bros. & Co. the credit of having the finest display of French model hats ever shown in that city. The exhibit was a beautiful one, including models of the famous Paris milliners, Verot and Poryanne. Besides these a larger display than usual was made of ready-to-wears and other small felts. H.

G. Marr, of the same city, opened his millinery parlors on Friday, and the opening was continued over Monday. It would be difficult to find a place where the arrangements for displaying the goods were more complete. Among them must be mentioned the large glass cases which were used with great effect all over the room.

In St. Catharines, McLaren & Co., Limited, had a store packed with visitors from beginning to end of their opening. The decoration of the place included some overhanging draperies and displays which were much admired. A display of fine furniture was also made. The showroom was transformed into a fully furnished bedroom, a canopied brass bed, birdseye maple furniture and toilet appointments complete to the smallest detail.

Chas. Mason & Co., E. Berwick & Co. and W. G. Rowland, Shelburne, Ont., held their openings on Saturday, September 21. Not only the ladies of the village, but also many from the surrounding country visited the openings in large numbers, and were remarkably well pleased with the exhibits, to judge by the buying. Black was the popular color, though some new things in olives, myrtles and reseda greens were also taken in quantities.

This display of Drysdale's millinery this season was agreed to be one of the finest ever seen in that handsome Vancouver, B.C., store. This house has always something worth going to see and Vancouver people know it—and go—inwards.

The big establishment of Turnbull's, Peterboro', Ont., was crowded to the doors during their opening, which began on the evening of September 25. Their windows were almost as much admired as the millinery showroom. The trade they attracted proved the value of this sort of advertising. Richard Hall & Sons, of the same city, also had beautiful window displays. One window was dressed with carpets, and another with a display of costumes, mantles and millinery. Inside, an attractive spot was a room fitted up as a bedroom, the walls being draped most beautifully and a cosy corner fitted up with every article of comfort.

The showroom of F. J. Rowland, Niagara-on-the-Lake, was decorated with blue and white bunting, plants, flowers, and a very well-chosen assortment of hats. This was one of the best attended openings ever held in that town.

Hemstreet Bros., Milton, Ont., was another opening that drew in many visitors from out of town. Bastedo & Co. did a very large business on the opening day. Their display was considered their best yet, and contained many of the latest creations in millinery as well as the finest. Hollinrake & Son had their millinery department decorated in a much admired style. They made a specially good display of ready-to-wear goods that was appreciated by the many visitors.

The millinery openings at Barrie, Ont., included four that were even more successful than ever, those of Sarjeant &



**MILLINERY—Continued.**

Smith, Powell & Co., Frawley & Devlin, and Harry Ellis. Big displays were made of the hats, and the rooms, decorated in an artistic manner, were thronged with admiring visitors.

At Ford's and Stirrett & Co.'s openings, Petrolia, Ont., the displays were inspected by a larger number of buyers than usual. In the former place a display was also made of furs.

Geo. W. Robinson, W. Wilkinson & Co., and Rutherford & Wheadon, Galt, Ont, made neat preparations for their openings and deserved the large attendance they had.

Thos. Stone & Son, Chatham, Ont., had a window display that was very much admired, and the arrangement of the goods inside was also worthy of praise. Other Chatham stores that held big openings were C. Austin & Co., Northway & Co., W. Gordon and Thibodeau & Jacques.

H. G. Broderick, St. Thomas, Ont., opened up all his departments to visitors, and the displays in each attracted very many visitors.

Runians, Carson, McKee Co., London, Ont., were credited with having a better display than ever. The London openings, all around, were very successful ones, the places of T. F. Kingsmill, Smallman & Ingram, Gray & Parker, Whiskard and J. H. Chapman & Co. being crowded with visitors.

Winnipeg's openings were very successful. The stores of The Hudson's Bay Co., J. Robinson & Co., Craig & Co. and the Imperial Dry Goods Co. were decorated from top to bottom with trimmings of all sorts, and, judging by the amount of buying, the assortments of hats were very well liked.

\* \* \*

**THE MILLINERY SEASON IN FULL SWING.**

When a representative of THE DRY GOODS REVIEW took occasion to call at the warehouse of S. F. McKinnon & Co., Limited, he was met by one of the company, when a millinery conversation was in order and indulged in for a few minutes. The members of this company have not only a firm grasp of their own business, but have a thorough knowledge of the whole millinery and cloak situation, and are, therefore, the right men to be consulted by the representative of any medium desirous of setting before its readers sound information with regard to the business outlook; also the class and character of goods pronounced, and clearly the leaders for the season upon which we have entered.

When asked if the Fall trade throughout the country was opening up well, the reply was the words with which we open: "The millinery season is now in full swing. Perhaps," said the mouthpiece of the company, "the great pleasure derived from the fact that such distinguished visitors as the Duke and Duchess of Cornwall are passing to and fro in our fair Dominion and the echo of true welcome wherever they go sounding in the ears of loyal Canadians may have had the effect—and why not?—of making Canada's pride bedeck themselves early to meet such a great occasion.

"An early season usually ends in a good season as far as millinery is concerned, and, from our view-point at the present moment, the outlook is most satisfactory. Speaking now strictly from our own business, our opening trade was the best we have ever experienced, and, at the end of the second week, our stock showed plainly the result of our heavy opening trade. But by that time our buyers were in the different markets loading up again with the experience of the opening weeks to guide them, with the result that shipment after ship-

ment of new goods have been coming forward, and our representatives are now on their respective routes with a stock behind them which is replete in each department with such goods and novelties as can only build up trade and make popular those whose hands they pass through.

"When we had our last conference we gave our ideas as viewed by us. To-day we see even a little further into the millinery situation, and such information as we now impart you can give it to the trade through your valuable journal with every confidence that it is correct.



McKinnon-made Rainy-day Costume.

"In dealing with the hat question first, ready-to-wear hats have had a big innings and not yet run out, there still being a good demand for this class of stock. The leading feature in the hat class at the present time is camel-hair effects, and, as a Fall and Winter hat, are most effective. They are being shown in many jaunty and lofty styles, and are likely to grow into even greater favor as the season advances.

"Much of the season's stylish millinery is being made from the foundation, thus creating a great demand for materials of different kinds. Of these, you may put silk velvets first, as they, in their richness, are sure to keep that place throughout the season. Good velveteens are also in favor. Felt cloth is very popular, both in plain and rough camel-hair effects, from which, with friendly trimming combinations, beautiful, stylish

# Wholesale Millinery.

**Be—  
Prepared**

This is the period of the Season you expect to do good business. If you would, it is necessary that you be prepared with ample assortment in all Departments and Novelties up to date. Below are lines which the trade cannot do without at present. We have large stock. Can give you prompt delivery:

**Spot Satins**

in quick-selling combinations.

**New Lace Insertions**

**Dresden or Persian Satins**

For draping, in newest designs and colorings.

**Black Velvet and Satin Ribbons**

All widths and prices.

**Colored Panne and Plain Velvets**

in the scarce, popular shades.

**Cotton Back Velvet Ribbons**

all widths and prices.

**Birds and Breasts**—in White, Grey, Castor and Black.

**Feather Pompons**—(The new Trimming) all colors.

**Parrots, Gulls, Sea Swallows**—Extensive assortment.

**Quills**—(long) Black and Natural.

**Fancy Feathers**—variety unsurpassed.

**Everything in Hats**—Stitched Camels' Hair in Ready-to-Wear and Turbans (new). Untrimmed shapes, suitable for draping. New Double Crown Effects. Misses' Knockabouts and School Hats. Chenille Cords, all sizes. Chenille Trimming (wide). Crownings.

***THE D. McCALL CO., LIMITED***

## LACE CURTAINS.

We now have a full line of Lace Curtains in the latest designs and patterns for the assorting and holiday trade. **Our Stock** is also fully replenished in all departments and orders for immediate shipment can be executed promptly.

### SPRING, 1902.

For Spring, 1902, we are now showing **Blouses, Skirts, Underwear, Whitewear, Parasols, Laces, and Embroideries.** Orders booked to date on these lines far exceed anything we have ever done, and a look through our samples will **explain the cause.**

**"THE LACE WAREHOUSE OF CANADA."**

**Kyle, Cheesbrough & Co, 16 St. Helen St., Montreal**



**MILLINERY—Continued.**

millinery is produced. Panne velvets, taffeta silks and plain ribbons will also be among the leaders in this advanced class.

"Having reached the finishing touch, or that which adorns, breasts, large birds and parrots have been prime factors, and at this date have lost none of their selling strength. In breasts, black, white and black and white have first call. Pompons in black, white and black and white stand well with the trade. Steel buckles cannot be done without. There never was any article of trimming which produced more style or effect than long ostrich feathers; so far, they have been in greater favor this season than for a number of years. We have faith in them, and have a big shipment (a repeat order) in sight. Of these, black and white will be in greatest demand.

"It is now generally acknowledged that since taking over the well and favorably-known business of Messrs. Reeve, Lailey & Co., we have the most interesting important and up-to-date lace department in Canada. Under the management of the senior member of that firm, and with our own facilities in all the European markets, this branch of our business has progressed in leaps and bounds for the past two years and we are thoroughly prepared for any competition in laces, lace curtains and embroideries. The prevailing and important lines just for the moment are: Applique laces, embroidered laces, chiffons in galloons and all-overs, torchon laces, chantilly all overs in wide widths for dresses. We are always glad to see our friends if it is only to give them the benefit of our experience and knowledge in these goods."

The manufacturing departments of S. F. McKinnon & Co., Limited, have been running to their full capacity. Owing to the uncertainty of the length of mantles to be worn this season, many buyers did not purchase as heavily as usual early in the season, consequently, substantial repeat orders are being daily received.

The opinion of the trade as to the proper length of ladies' jackets seems to be that 26 and 28 inches will be popular. There is a feeling with some for 42 inch garments. These are regarded as extreme, but, doubtless, during the season a good many will be sold. The seam-fitting back is correct. In the designing rooms of S. F. McKinnon & Co., Limited, new ideas in Spring jackets, suits and skirts are being evolved, and some bright ideas will be exhibited to the cloak and suit buyers of Canada in a few weeks.

S. F. McKinnon & Co., Limited, have issued a Fall catalogue of jackets, suits and skirts. They will be glad to forward same to the trade; a post card will bring one to your address by return mail.

\* \* \*

**GROWING TRADE.**

Caverhill & Kissock continue to report a good, growing trade; in fact, their Fall business was never better. At present there is a strong demand for ready-to-wear hats in mohair and stitched as well as plain felts, trimmed mostly with panne silk. The leading shades are still pearls and castors, but there is a growing demand for greens, which appears to be a coming color.

But business is now opening up strongly in dress shapes, like the "Conqueror" and other styles, turned up at the side. Leading trimmings are breasts and buckles in black, white, grey, castors and natural. Repeat orders are already coming in for feathers, which show they are selling strongly in the retail trade.

**A CHAT ON THE NEWEST MILLINERY.**

After the remarkably successful opening of The John D. Ivey Co. the firm have found business brisk.

They say that large black velvet hats on the Gainsborough order will be the prevailing "picture hat" for the balance of the season. These are very effective in appearance when tulle, black or white, is used either in facing or drapery on the outer brim. There are a variety of shapes noticeable in these hats, the leader being the Duchess of Devonshire, and, as long as they prove so fashionable, the only suitable decoration is black ostrich plumes; consequently, trade in this line has been very extensive.

Real lace, both of Arabian, cluny, and embroidered chiffons, are employed also on this style of hat. As the season advances the mink fur is coming more prominently into notice. A very pretty hat on the Louis XVI. order has a flat undulating brim of pink velvet which is slashed at 3-inch intervals, and through these slashings is woven castor tulle, through the transparency of which the pink brim is seen. The edge of the brim has a binding of mink fur and a crown of mink also in a bell shape. The decoration is two castor plumes and moonstone ornaments.

A new short-back turban is cut out at the back to give it this short-back effect; underfacing of nasturtium velvet, mink brim and crown and draping of nasturtium velvet and chiffon in deep frills with tiny ruffings of velvet on the edge.

Another pretty hat of the round order is made of old rose velvet, the brim of velvet in groups of shirring draped, over which falls an embroidered chenille lace; a seagull plaque constitutes the top of the crown. Ornaments are rhinestones and cut steel.

The introduction of felt on the high-class millinery, either used as crowns or prettily draped for brims, in combination with velvet and fur, is among the newest models.

Another thought about felt is that it receives the application of cream lace with marked effect. Sometimes these appliques are laced together with very fine black chenille.

Verdegris green is still very popular. A medium sized toque, on the round hat order, had a large draped plaque of verdegris green velvet, a facing of black velvet made in cartridge plaits, between brim and crown a large rouleau of white tulle over which is draped a handsome piece of black real lace. A breast of pheasant feathers and rhinestone ornaments complete the decorations.

Another large black hat shown is entirely made of frills of black velvet about 2½-inches wide on brim and crown. The decorations are black ostrich feathers and chou of cream Brussels lace.

The beaver shades of velvet hold popular taste as strongly as ever, and where the color seems rather dead the introduction of a bright shade about the face trim relieves that difficulty.

One pretty little toque is of castor velvet shirred and draped for face trimming, with a frilled plaque of velvet for the crown, with an extension of camelhair felt prettily caught in to the face trimming. Nasturtium velvet relieves the monotony of the shade; pheasant plumage and gold and rhinestone buckles completed this hat.

Black and white is still very good.

Another pretty toque was shown in heliotrope velvet with sepia painting used in combination with chestnut-brown

# MILLINERY OPENING ..

On Thursday, October 10th,  
we will hold our Second Fall  
Opening of Pattern Bonnets  
and other Novelties.

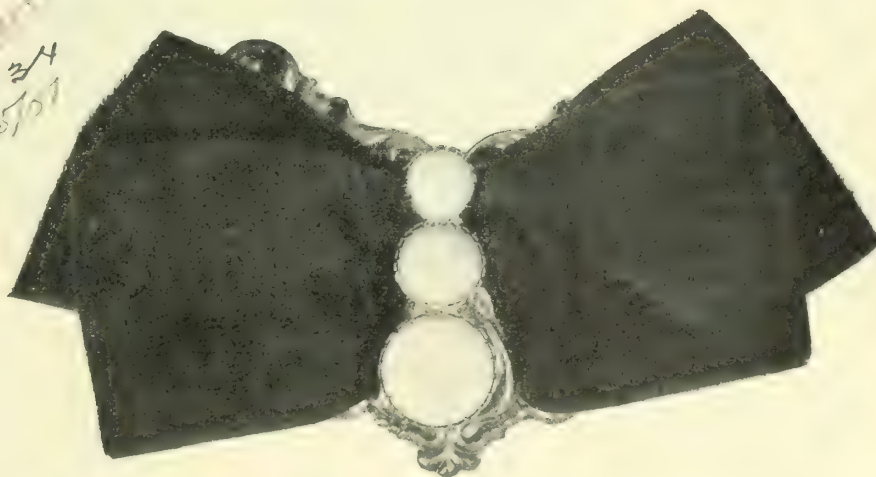
For the Sorting Season Stocks are Com-  
plete in all Departments. Try Our Letter  
Order Department. ❖ ❖ ❖ ❖

The **JOHN D. IVEY CO.**  
LIMITED.  
**TORONTO.**

...THE...

**Poster  
Belt  
Buckle.**

(Patent Pending)



The "**Poster**" is the very latest.

It produces the newest effects in belts; fits perfectly and is an absolutely perfect article.

The "**Poster**" Buckle is interchangeable, and any number of stylish effects can be produced if desired.

The "**Poster**" is designed for the stylish trade and is the "**hit**" of the season.

Write for Samples.

Made in all grades and sold to the Canadian trade only through

**PHILLIPS & WRINCH**

MONTREAL—Representative, A. Moisan, 207 St. James St.  
QUEBEC—Representative, E. A. Lemieux, 74 St. Joseph St.

5 Wellington Street West, **TORONTO**



**MILLINERY—Continued.**

velvet, a mink rat and chou of renaissance lace, a very effective and wearable hat.

Mock chantilly lace with velvet applique. This lace is sewn on to black velvet, then the black velvet is cut away from it and replaced by pale pink velvet and in this manner it is used as a drape for the trim of medium-sized toques.

White feathers now play an important part in the Gainsborough hat, both small tips and amazon plumes.

For more simple hats, short-back sailors, in camelhair or felt, two white breasts and black and white, or white and black "Magpie" and "Jackdaw" pompoms are used.

This is the strongest feature of street-wear hats.

Coque feathers, breasts and pompoms are also much in evidence.

To confine these feathers (so apt to blow about in the wind), a drape of tulle is put on the breasts before they are attached to the hats and so confine the feathers. This is quite a pointer for milliners who find their breasts unruly.

\* \* \*

**THE NEW MILLINERY.**

Since their opening the D. McCall Co. have received new shipments so that stock in all departments is complete, and ready for buyers who want quick shipments.

The materials which are now in stock as a result of the knowledge gained of popular taste by the recent openings include Dresden or Persian satins for draping, in newest designs and colorings; spot satins in quick-selling combinations; new lace insertions, colored panne and plain velvets in the scarce, popular shades; black velvet and satin ribbons, all widths and prices; cotton back velvet ribbons, all widths and prices, and feather pompoms in all colors.

As well, of course, are all varieties of birds and breasts, including parrots, gulls, sea swallows, etc., and fancy feathers galore.

In the hat trade the demand covers the following, which buyers can have: Stitched camelhair in ready-to wear and turbans; untrimmed shapes, suitable for draping; new double crown effects, girls' knockabouts and school hats, and chenille cords, all sizes.

**GOING TO THE SOO.**

Mr. John T. Mackay, of the firm of Mackay Bros., dry goods merchants, left Winnipeg for the Canadian Soo, where the firm will establish an extensive business. In the departure of Mr. Mackay, Winnipeg loses a good citizen and the business community a man of high standing.

**PRACTICAL POLICY.**

The letter which Mr. George H. Hees, of Toronto, has received from the agent in Australia of the Dominion of Canada is well worth reading. It appears in another part of this issue. By promoting the sale abroad of Canadian manufactures you enhance the prosperity of Canadian factories; these factories can employ more hands; this increased body of workmen buy more from retailers; the business of retailers is in consequence increased. What class of trade is, therefore, not interested in the policy outlined in the letter?

**IMPROVING THE STORE.**

Evans & Co., Galt, are making extensive improvements to their store. The partition at the north end has been taken out, an archway thereby being uncovered, which gives



MILLINERY AND MANTLE DISPLAY AT GUELPH.

Trimmed by Edwin Mellroy, with E. R. Bollert & Co.

entrance to a room at the rear of the store that it is the intention to fit up as a hat, cap and fur room. This will leave the whole of the space now used as a hat and cap show room for the clothing department. Mr. Evans is this Fall laying in a larger stock of clothing, hats, caps, and furnishings than he has ever before attempted to handle.—Galt Reporter.

Mr. W. S. McClean, of R. P. Butchart & Bros'. staff, has resigned his position to accept a situation as traveller for The Knox Manufacturing Co., manufacturers of children's millinery, Toronto. At present he will cover Toronto, and will later take more extensive territory.

The "Distingue" waterproof has enjoyed a remarkable sale during the past season, and if Fall orders maintain their present volume the total sales will be a record-breaker. The "Distingue" has certainly won a leading position among waterproofs on this market, both for style and quality. For fashionable people it is certainly a commendable garment and dealers do well to stick to it.

**FOR 1902 SPRING**



# **Ishikawa's Japan Taffeta**

**For Dry Goods  
Millinery and  
Manufacturing Trade.**



Main Office :

**Yokohama,  
Japan.**

Canadian Office :

**24 Wellington St. W.,  
TORONTO.**



# PRINTS AND PRINTED SATEENS

*For Spring and  
Summer wear*

Our travellers are now showing a very large range of these goods, including a number of Special Cloths we control,

**ALSO**

## CRUMS' WELL-KNOWN GOODS

The above lines include the newest designs and most up-to-date colorings for the coming seasons.

**All at the closest possible prices**

**CRUMS' Prints** are stamped with  
maker's name

**None others genuine**

---

**S. GREENSHIELDS, SON & CO.**

MONTREAL

**GREENSHIELDS & CO., Limited, VANCOUVER**



LATE JAMES JOHNSTON & CO.,

— MONTREAL

WE MAKE A SPECIALTY OF THE

## Assorting Trade of October.

New patterns in Wrapperettes  
and Dress Fabrics, as well as

## REPEATS OF FAST-SELLING

patterns now being passed into  
stock.

We are offering some *Clearing Lots.*

Inspection invited.



"Salem" "Salem" "Salem"

Stewart Allan & LeMoistie,  
manufacturers of  
Salem  
Shirts and Waists.

November delivery.

Newest designs and colorings in  
Scotch Zephyrs and Oxfords,  
French Cambrics and  
American Percales.

Latest creations in  
Ladies' Waists.

Silk, Flannel, Cashmere,  
and Black Satens.

67 Latona Street Montreal



THE Fall trade commenced toward the latter part of September with a jump, and a good business was done for a week or so in all sorts of Fall goods. But this was only for a short time and, warmer weather returning, dealers experienced a slow trade for a time.

This Fall season, though, is a good one in nearly all lines of men's furnishings, to judge by the opening days.

There are comparatively few new ideas, and in many lines the alterations of former styles are insignificant.

The bright colors of the Summer have toned down to more sober shades, and though there will be a fair amount of color in Winter goods, it will be of a quiet nature. The exception is in shirts, which will contain as striking patterns as ever.

\* \* \*

## Underwear.

Heavy underwear has commenced to move. During the cold week or so in September there was a good demand for it, which, however, dropped off to nothing when the warm weather returned. Natural wool goods are called for most at present. There is not nearly as much demand for fleeced-lined underwear, though later on in the season and through the Winter they are expected to be as good as ever.

During the past season the amount of colored goods taken was noticeably in excess of any previous years, and there is little doubt but that the next warm season will be the occasion for an even greater use of colored underwear, both plain and fancy.

One or two dealers are showing as late as this some fine underwear in solid colors, browns, light greens and orange, that had a limited sale during warmer weather, but which look slightly out of season now.

The fancy stripes of the Summer have disappeared, but others may soon take their place.

There is little or nothing in color showing at present, and until the steady demand comes on the white and natural goods will be about the only thing sold. Colored underwear, that is in plain colors, is not extra good. The colors are nearly all pinks and light blues. There will be

none of the very pronounced colors in the heavier goods that were seen in the Summer underwear, though it was the opinion of some men in the business that pretty loud patterns would be worn.

People are paying more attention to the unshrinkable lines of underwear now, and this Fall and Winter the trade may expect an increased demand for them. Dealers should be able to supply these goods stamped "unshrinkable," or else to convince their customers that others are of that quality, for people looking out for unshrinkable goods will be much more impressed with the brand than by anything else.

\* \* \*

## Hosiery.

There is a big difference between the hosiery shown now and a month ago. And the change is much for the better, for the designs now selling are all very pretty, besides being subdued in tone.

This may be accounted for by the fact that goods for Fall wear are not liked in the loud colors as well as for Summer wear, or because those shown now are mostly of English manufacture, and Old Country people have no liking for the rainbow variety that the United States makers sell us.

What stripes there are, and they are not many, are mostly horizontal. Purple and green, blue and red, and other such opposite colors are good in these stripes, which are all very narrow and worked in groups at intervals of an inch and a half or two inches.

The grounds are nearly all black. The fancy ground disappeared at the very first sign of Fall weather. They will remain out of sight until another Summer comes, when, no doubt, there will be as much color shown in hosiery as ever before, if not a good deal more. A wholesaler tells me that he has sold a big amount of the most striking designs for next Spring's trade.

There are some neat designs in figures also. A very few may be seen in extremely small patterns arranged in groups, but the great majority are small figures.

Yellow seems to be the popular color. It is not a strong tone, but faint, and the figures make an exception-



ally nice design on black grounds. White figures are also prominent. Blues, greens, and other quiet tones are often found, but there is not a great deal of red, except in the striped goods.

There are some designs in which the figures are arranged in vertical lines, running from about three inches from the top to the ankle, that should take well.

\* \* \*

## Collars and Shirts.

Still no sign of the wing collar's coming into popularity, though manufacturers say they are selling a lot of them. In the store windows one may see them, always in an inconspicuous place among the other styles, as though the dealer had little hopes of their selling, but, "If you want them, here they are."

I hear from the United States that Troy manufacturers are all going to handle them and push the sale hard. If this is true it is about time they were doing it. At present the amount of pushing this collar is receiving is a weak little advertisement from one or two manufacturers who tell the public that this is the only correct style for Fall and Winter. But these advertisements lose much of their force when one sees them surrounded on all sides by other advertisements of the high turn-down collar and its offspring, the fold collar, and by ties suitable for wearing with the high turn-down collar, cuts of the high turn-down collar, new ideas in the high turn-down collar, etc., etc.

Nevertheless, there are those who don't think this collar has the ghost of a chance, and that cold weather will witness the sudden appearance of the wing style. It is difficult to understand what they base their beliefs upon. There must be a demand for the new collar—dealers can't force it on their customers—and where it is to come from is hard to say.

"Now, you take my own case," said a gentleman, who invariably dresses well to me when discussing this subject. "If a demand springs up for the wing collar, and everybody commences to wear it, I won't buy any new ones. I've got a good many at home that have been there for four years, and they are very little different in shape from the new wing collars. Now, I think that is the case with a very large per cent. of people, and, let me tell you, it is going to take a good deal to make people go back to an old style, especially when the present style of the high turn-down collar is so popular."

There is a lot of sense in that, and it is one reason why dealers might not experience a heavy demand for the wing collar, even should it come in and displace the high turn-down style.

Those who prefer to follow English rather than American styles are already taking this collar. In London there is no question as to its being the popular collar for Fall and Winter. The high turn-down collar, though, never secured the hold on the English trade that it did here and in the United States. The really best dressers in the Old Country—those who keep a close eye on the King's dress—didn't wear it to any extent, because the King didn't wear it, although we are pretty well used to pictures in American journals of His Majesty with one of these collars and a huge "King Edward" bow. But these were "faked up" for advertising purposes. No doubt they had their effect.

But the popular collar is likely to still be the high turn-down. Our New York correspondent declares that it will still be the best seller "for the popular trade," and that it will be some time before the wing collar can make much headway.

There is a big increase in the number of stiff-front colored shirts sold. During the past Summer season negligees of all descriptions were so much more popular than usual that they were comparatively few of the laundered colored shirts sold. Now they are to the front again stronger than ever, and white shirts, compared with other seasons, are not in much demand. So, this will be a colored shirt Fall and Winter, to a great extent.

It was thought that negligees in somewhat heavier goods than the ordinary would be good for cold weather wear, but there doesn't seem to be much chance of that now. People are tired of soft goods, and a change to stiff bosoms is welcomed.

In the stiff shirts for Fall, there is more color, and less white space. During the Summer what shirts of this kind were sold had narrow black or blue lines on white grounds, which gave the shirt a white appearance. This was not the case in the oxblood goods however. In them the stripes were wider, and gave more color to the shirts.

On many of the present styles the ground is really red or blue, while the white part forms the stripe. Some stripes of  $\frac{3}{4}$  inches in width are being taken. All are vertical.

Besides the blue and oxblood there is a purple that seems to be well liked. A deeper red is another color that is taking a run. A neat effect in wide grey stripes is among the best of the late patterns. These grey stripes, instead of being printed in plain, solid colors, are made up of small square figures in black, giving the whole stripe the appearance of grey, and making a very stylish and attractive shirt.

The blue and white patterns are probably the best sellers, and are likely to remain so through the season.

\* \* \*

## Neckwear.

Puffs are breaking out like measles, and like measles they are mostly red. So far the demand for them has not been one to cause much excitement among dealers, but it is enough to show the way the Fall and Winter neckwear styles are leading.

The ordinary puff tie and the Ascot are in greatest prominence. Not a great many of that shape for wearing with the high turn-down collar are being shown, but some dealers are pushing it. It is not likely that this style will amount to much.

Although the chief color one sees in puffs is red, the best demand has been for the blue puffs, with white polka dot designs. They are made up in foulards and satin, and the former sell the best by a good deal. Grey effects are not so noticeable in puffs as in other ties, though a good deal of black with either narrow grey stripes at wide intervals or small figures are good.

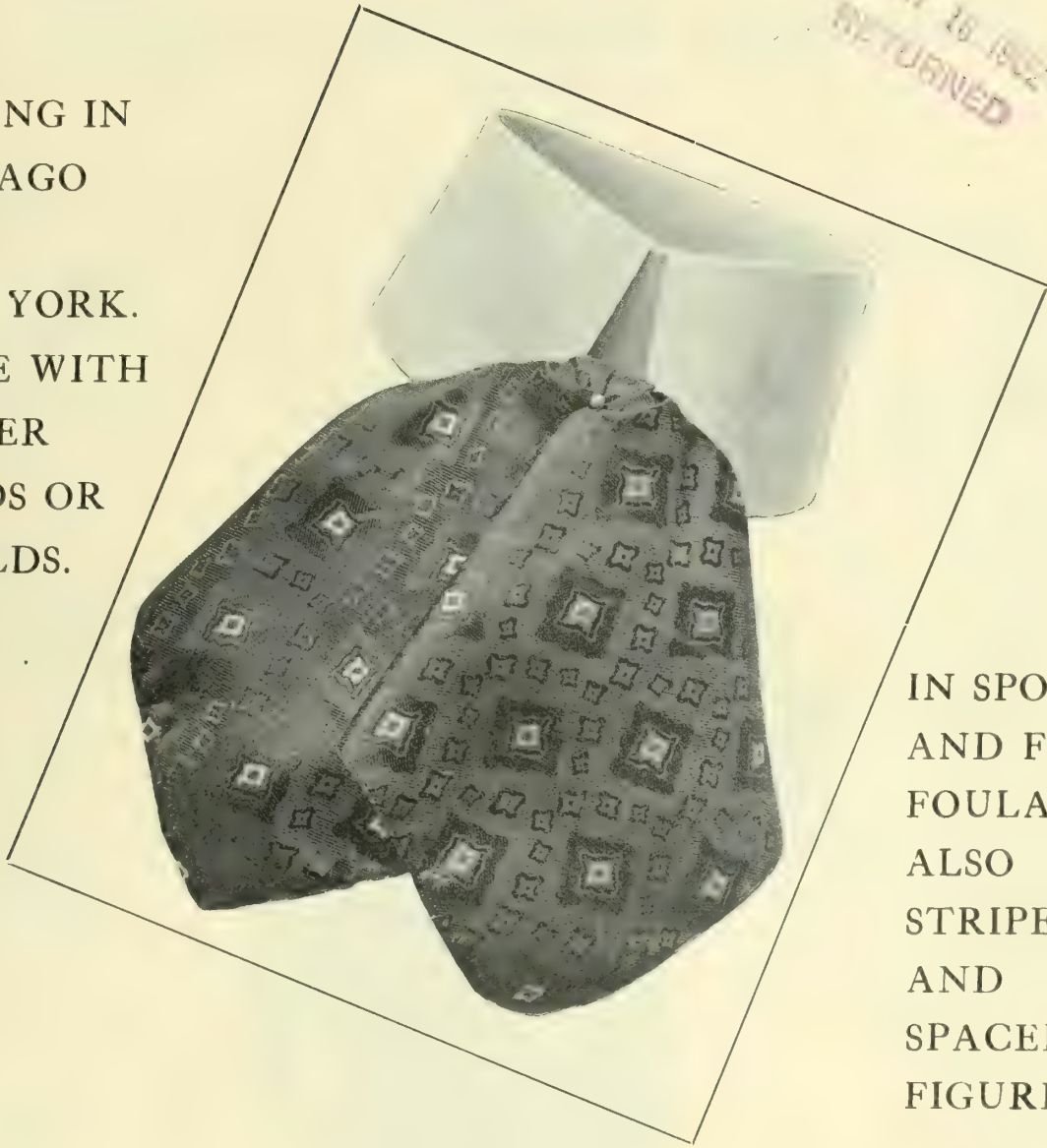
Browns and greens are two usually good colors that will hardly be seen at all in the puffs for Fall and Winter wear. The reds are nearly all quite bright, and have either small figures in yellow, white or some light color, or else thin stripes at wide intervals.

Black puffs are having a good run now.

There is a new puff which will likely take well as it is as useful as it is ornamental. It is made very short in the ends, and the puffed part is bulged out much more than the ordinary shape. It is intended for wearing with high-cut vests, and is a good idea. This puff is already being worn much in foulards, in blue and white polka dot designs, and with the arrival of cold weather, when waistcoats will be cut closer to the throat, these puffs will be just the thing.

It is a question which sells the better—puffs or narrow derbies. The latter are going splendidly, as they have

THE LATEST  
PUFF  
SELLING IN  
CHICAGO  
AND  
NEW YORK.  
MADE WITH  
EITHER  
BANDS OR  
SHIELDS.



IN SPOT  
AND FANCY  
FOULARDS,  
ALSO  
STRIPES  
AND  
SPACED  
FIGURES.

E. & S. Currie

Toronto.



# THE "CORDO" SHIRT

Manufactured by

THE GAULT BROTHERS CO., Limited

MONTREAL



If you are  
after the  
Shirt Business  
of your  
town,  
sell the  
"CORDO"  
SHIRT.

The acme of  
perfection  
is  
exemplified  
in the  
"CORDO"  
SHIRT.

... Manufactured by ...

THE GAULT BROTHERS CO.,

LIMITED

MONTREAL.

**Shirts****Waists****Neckwear****Collars****Ladies' Whitewear**

An entire new factory, which will employ six hundred hands, has been erected at the corner of William and Inspector Streets, Montreal, which we expect to occupy next month, to be assigned to the production of Shirts, Waists, Collars, Neckwear and Ladies' Whitewear and Neckwear. A large and competent staff of designers and expert workers will devote their whole time in these departments of our business. The volume of trade in these lines has outgrown the capacity of our present quarters, and in our new factory we will be enabled to handle with exact promptness all orders received. With more room at our disposal, and the latest facilities for manufacturing, it will insure a still more steadfast adherence to the exactness of quality and finish which have always marked our goods.

Our Spring lines for 1902 offer greater possibilities to wide awake, enterprising merchants than ever before. Our extensive assortments, with their unique, up to date designs and patterns are certain to please prospective purchasers. Our "CORDO" shirt, cut of which appears on opposite page, represents all there is to be desired in a shirt, which is certain to prove exceedingly popular with your customers. We have secured the sole rights in Canada for the manufacturing of this shirt.

# The Gault Brothers Co.

**Limited****WINNIPEG****MONTREAL****VANCOUVER****SOLE AGENTS IN CANADA FOR FOWNES' GLOVES**



been since the short-lived "King Edward" bow departed this earth, and for Winter wear they are bound to give the puffs a close run. They are taken in 1 inch, 1½ inch and 1½ inch widths, and in almost any length.

In derbies there are some pretty bright reds going well, as well as some very dark reds with black diagonal stripes. This last design is seen in the best class of goods. It is a London style and is well liked by the stylish and quietly dressed man of the Old Country who gives the fashion in men's clothing to the rest of the well-dressed world.

For the ordinary trade, though, these bright reds, which have self-colored designs or small figures, may be counted upon to be the better of the two.

The derbies, with stripes running down the centre, are at present not good sellers. They may be better later on. Some pretty wide diagonal stripes are sold now and then, black on yellow grounds, red on black grounds, etc. They are good for college trade. In the Winter season such ties will be in demand for hockey, snowshoe and other Winter sporting clubs. Don't forget them when making up your Winter stock. A good trade can be worked up in many places in such goods.

In English derbies there is much more black shown than in American styles. Black grounds with small red, white or yellow figures or groups of small spots, seem to be well liked among the quietly-dressing trade.

White Ascots sell well when one makes a nice display of them.

White and black bows for evening dress are commencing to move along with other full dress requisites.

Flowing ends have been very poor sellers during the past few months, and I believe I said that they had very little chance of being revived. This was said on the authority of leading retailers who couldn't sell them, and of one of Canada's greatest manufacturers who could not sell them either and ceased to make them.

Just now there is a much better sale for them, and some dealers are expecting them to go even better as the season advances.

But my manufacturing friend won't believe it. "There may be an increased demand for them," he says, "but it comes from people who wore them last Winter and who want them again this Winter whether they're in style or not. But the dressy man won't wear them, and it's his trade that creates a demand for a tie. He's going to wear a puff, or, perhaps a derby; but never a flowing end." He was of the opinion that this demand would wear out in two weeks of cold weather.

There are certainly no new designs worth speaking of in flowing ends. Those dealers who claim to be selling them have resurrected last year's ties, and are not hurrying to order new ones.

However, the sale though much improved, is still small, and the flowing end is not an important feature of the October neckwear trade.

As to the bow—requiescat in pace. At least until another warm season arrives. Then we may expect some new things if the high turn-down and fold collars stay with us. But, if the wing collar is to be next Summer's rage, bows will take a much more insignificant place than they did last season.

But that's a long way off.

Foulards in all kinds of neckwear were more in demand last season than they ever were before, and to judge by the Fall business in puffs and narrow derbies, foulard goods are still to be the favorite.

## Outing Goods.

The bicycle stockings must go. Indeed, they have gone, as far as the retailer is concerned, and if he carries a line of clothing, he is glad to see the stockings, and, of course, the knickerbockers that accompany them, leave the field.

Some wholesalers are lamenting the loss of this line of their business, and there is no doubt but that it is a serious one to them, for a great number of these goods were sold.

They have never been very widely used in Canada for playing golf, or this sport might keep up a respectable demand for them. But as it is there is nothing else outside of bicycling for which they could be worn, and they will soon be used as little as before these two forms of recreation became so popular.

People do not look upon wheeling now in the light of a pastime as much as they did. Bicycles are used by the great majority of people now merely as a convenience, and a pair of clips serves the purpose as well as a complete bicycle suit.

The clothing men rejoice. The man with a wheel used to buy a bicycle suit in Spring and wore it till Winter, when he might have been wearing out a couple of suits of clothes. So there is reason for their joy.

Football suits are good now, and hockey suits will soon be in order. These can be got in almost any color, or in white, whatever the club's colors are.

Fancy sweaters have had a good run. There are all sorts of colors and designs, some of them very pretty, and the plain blacks or reds are also good. White is not as good as it has been.

Light cashmere shirts with low necks and short sleeves, much used by athletes, are now going well.

Gloves.

## Gloves.

Heavier gloves are being taken, still in the tans and greys. Tan gloves with red silk lining are good. The grey gloves sell best as a rule without the black strips on the back. Lighter shades in tans are best, though quite a lot of darker colors, some in reds, are being shown.

Two buttons are liked best.

It is doubted by some if the faddish white knit gloves will go in Canada. These are an English style and had a big run in the United States last season. A few people wore them here, but they were not pushed very hard.

For the city trade they will probably be good. They are warm and comfortable—a much more sensible glove for Winter than the thin kid variety that many people wear. It is likely to take some time before the out-of-town trade can handle them, though. They are a good deal of a departure from anything else, and such styles are not successful as a rule with the country trade.

The latest in them has three black strips down the backs, like the ordinary kid glove. Perhaps this will not be liked by the best dressers, as it is a little too striking to be in the best of taste, but there will be a demand for it just the same.

\* \* \*

## Umbrellas and Rain Coats.

Though there has been little to remind people that preparations for the rainy season must soon be made, there is in most places a nice trade doing in the fashionable raincoat and also in umbrellas, though the latter are apparently bought to keep company with the former.

The demand for raincoats, however, is not solely with an eye to the rainy season. For ordinary Fall wear these

# The Dr. Deimel Underwear

is the greatest specialty in the underwear world.



A fairly representative line does not require a large investment and can be handled as profitably in a medium-sized city as in a large one.

Our Fall and Winter Lines are now ready.

**THE UNDERWEAR BUYER** who fails to investigate at once is missing a most valuable opportunity.

Write for descriptive book and our terms.

Address,



This Trade Mark is always on the Genuine.

Sole Manufacturers,

## The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,  
10-12 Bread St.

MONTREAL, CANADA.

## The Beaver Rubber Clothing Co., Limited

1851½ Notre Dame Street, MONTREAL.

Manufacturers of

LADIES' and  
GENTS'  
WATERPROOFS.

Please write for samples and price list if our traveller has not called upon you.

The Beaver Rubber Clothing Co.,

Limited

MONTREAL.



*Underwear that fits and does not shrink.*

*Wears well and is always comfortable.*

## STANFIELD'S UNSHRINKABLE UNDERWEAR

is made to fit the body without a wrinkle. It will not stretch with wear or shrink with washing.

Stanfield's Perfect-fitting Unshrinkable Underwear is

made from the finest long fibred combed Nova Scotia Wool, in the best equipped and most up-to-date knitting mill in Canada, by the

**TRURO KNITTING MILLS CO., Truro, N.S.**

the largest manufacturers of high-class Underwear in this country.

It Pays to Sell STANFIELD'S . . .



coats are extremely well liked, and will probably outsell everything else, as they combine the Fall overcoat with the raincoat, making it unnecessary to have two garments for that season.

They are selling in olives and in the dark grey, pepper-and-salt effects. Many of them have velvet collars and are made with the popular yoke back, and the cuff turned up three or four inches.

I saw some others made by a Canadian manufacturer which struck me as being better for the purpose. There was no velvet on the collar, and the cuffs were plain. This coat would be better than the other for rainy weather, but it has not as nice an appearance as the yoke back and generally heavier make up gives to it.

Although many novelties in umbrella handles are shown this Fall, the ordinary trade still runs greatly on the crooked handle, usually with silver tips or mountings.

Umbrellas to retail for \$1 are nice goods to handle. They can be rushed off in quick time when a storm is on, where the more expensive ones cannot.

The new automatic umbrella has taken well and should be in every dealer's stock. The average customer still takes the ordinary style, but the others are growing in sales. They are not likely to entirely displace the old styles, as their extra weight, due to the double set of stays, is against them. The strength given to them by this double arrangement, on the other hand, is an argument in their favor with some. They are made almost entirely with the ordinary crook handles.

\* \* \*

## Notes.

Pyjamas are now in good demand, in both the silks and the wool goods. The former are in plain shades, usually white. In the wool garments checks and stripes are the thing.

The leather goods trade is not a very brisk one just now. A little later dress-suit cases should commence to sell. Some ladies' goods, like purses, chatelaine bags, etc., are moving fairly well.

\* \* \*

## Dealers and Their Stores.

Mr. George L. Vivian, whose portrait we reproduce this month, conducts a lively, profitable business at 392 Queen street west, Toronto. For rapid development into a successful business this store holds a record in Toronto, having been in existence only three years, and being one of the brightest and busiest in the city.

Perhaps the best reason for the rapid strides made by this place is the custom of specializing in which the proprietor has always believed. Mr. Vivian makes a specialty of railway men's supplies, and does an immense trade in this line alone. He is the Canadian agent for the Brotherhood and Union Label goods, and makes a specialty also of Cluett, Peabody & Co.'s goods.

Mr. Vivian is a Sault Ste. Marie man, and came to Toronto some eight years ago. He entered into the employ of The Economic dry goods house of Toronto, and three years ago opened up for himself in his present stand.

Besides his other stock he carries a large line of men's and boys' clothing. This requires a good deal of floor and wall space, and when a big stock of other goods must be kept on hand, Mr. Vivian has none too much room, and it

will not be a surprise to any one if he is compelled to take up larger quarters. A glance around the store reveals all classes of goods of the latest style and best make, tastefully arranged both in the interior of the store and in the show window.



Mr. Geo. L. Vivian.

Mr. Vivian has made a big success of handling American collars and shirts. Although he carries these goods in Canadian makes also, they do not take as well with his trade, on account of their poor fit and matching qualities, as compared with imported goods. He finds that the average customer will choose imported goods in preference to our own manufacture, even if they are quite the equal of the foreign-made article.

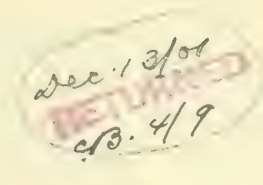
\* \* \*

## Gault Brothers' New Factory.

Probably the most important event of the year to the Canadian shirt and neckwear trade is the erection of a large and modern factory in Montreal by The Gault Bros. Company, Limited. Allied trades are also affected, for in addition to their regular lines will be manufactured white wear of all kinds, ladies' cotton blouses, silk waists, and men's collars and cuffs. Eight special men are on the road now, carrying almost nothing but goods to be made in this factory, where manufacturing will probably commence about the middle of November.

In designing the factory, Gault Bros. aimed at having everything as modern as possible. It is built on solid stone foundations and the best of Laprairie pressed brick is used in its construction. It consists of a main building and a wing, the former 145 feet depth and 60 feet frontage, the latter, 50 feet depth and 35 feet wide, each five storeys and a basement.

In the basement of the main building will be the shipping and entry rooms, but a considerable space will be reserved for two large 50-horse-power boilers, one to supply heating for the building, the other hot water for the washroom of the laundry, which is in the basement of the wing. On the ground floor, on the right, as one enters from Inspector street, will be the spacious offices where Mr. Dowker will do his headwork, and to the left the large sample room 26 x 60 feet. The company will at all times have on display a full line of the goods they manufacture. The balance of the floor will be used as a stockroom, con-



# Yoke Overcoats

Made in  
  
Fall  
Winter  
and  
Showerproof  
Cloths.

---

Prices to retail at from

**\$12.00 to \$20.00**

---

SEND FOR SAMPLE GARMENTS OR CUTTINGS  
WITH QUOTATIONS.

## The Lowndes Company, Limited

Offices: 61 Bay Street

Factories and Showrooms: 36 Front Street West

**TORONTO, CANADA.**





**Wreyford & Co.**

Romain Building, TORONTO

**Wholesale Men's Furnishings.**

SOLE SELLING AGENTS FOR

**DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,  
FLEECE SLIPPERS, and Other Specialties.**Dr. Jaeger's is still the "STANDARD UNDERWEAR of the WORLD."  
It maintains its excellence.

Favorable terms quoted to the trade in towns unrepresented.

The "Gradient" Cycle and Golf Hose.

The New Strap Legging—Stohwasser's License.

Dominion Agents for English Manufacturers :

**Young & Rochester****Shirts and Shirts for SPRING 1902.**Anderson's Zephyrs, French Prints, English  
Oxfords, Net Fabrics, Etc.

Finest ranges of Flannel Outing Suits shown in Canada.

**NECKWEAR FOR CHRISTMAS TRADE.****Tress & Co.**

HIGH-CLASS

**HATS and CAPS.**

Latest Season Shapes Just Received.

**Felts, Silks and Straws.**If not in Toronto write and arrange for our travellers  
to call.**THERE'S A DIFFERENCE  
IN GLOVES.****SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.****STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE  
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND  
DURABILITY.**

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

**W.H. STOREY & SON**  
THE GLOVERS OF CANADA.  
**ACTON, ONT.****UNDERWEAR**

AND

**EIDERDOWNS****TIGER BRAND**Made by **The Galt Knitting Co., Limited****GALT, ONTARIO.****UNDERWEAR---**Anticipating a large repeat business during October and November, we are in a position to maintain our well-known reputation for prompt shipment.**EIDERDOWNS---**The season for these goods is now at its height. All shades in Plain and Ripple effects in stock.

*C. H. & B.* Caulfeild, Henderson & Burns,  
17 and 19 Front St. West, TORONTO.



RETURNED 4/10/01  
CR. 3/1 31

# XMAS TRADE.

Smoking Jackets,  
Dressing Gowns,  
Bath Robes . . .

Our own manufacture. A  
large variety of patterns to choose  
from.

## New Neckwear Silk

Also for Xmas. Trade, now in  
the hands of our travellers.

## Imported Underwear and Hosiery.

Special attention being given to this department enables us to now place before  
our customers the finest range ever shown.

**UNDERWEAR** French Balbriggan, French Health Brand, Natural Wool. Also  
many other brands of Balbriggan and Natural Wool in plain and fancies.

Plain and Fancy Half-Hose, Sweaters and Athletic Garments,  
Bathing Suits and Bicycle Hose.

Travellers now out with full range of sorting goods and import samples for next  
Spring Trade.

Letter Orders Carefully and Promptly Attended to.



necting with the laundry in the wing where orders will be laid out. The second floor will be known as the shirt operating room and 250 machines will be in operation. Adjoining in the wing are the examiners and pressers' departments. On the third floor is the shirt and collar cutting department and in the wing is the laundry, starch, and dry rooms. On the fourth floor will be 200 machines employed in the manufacture of collars, cuffs, cotton blouses, silk waists and ladies' white wear, while in the wing is the laundry ironing room. The fifth floor will be devoted entirely to the manufacture of neckwear in which this firm does an exceedingly large business. The wing will be utilized as a stockroom and cutting department.

The whole will comprise a very modern, well equipped warehouse, no expense being spared to bring it up to date in every particular. A contract has been entered into with one of the most highly recommended laundrymen in the United States to come and take charge of this part of the plant. The goods that he has already turned out are proof that the finish of "Crescent" brand goods will be second to none in Canada. It will be their aim to have every shirt turned out with perfect workmanship. The firm is to be congratulated on its evidence of prosperity.

\* \*

## Briefs for Buyers.

The Christmas line of suspenders is now being shown by the travellers of The Dominion Suspender Company, Niagara Falls, and as usual it is very large and contains several new features. All suspenders are boxed in individual boxes.

The Christmas line of neckwear produced this season by The Niagara Neckwear Company, Limited, will be the most extensive collection of high-class silks ever carried by these manufacturers.

For the sorting trade in Winter underwear Gault Bros. Co., Limited, are showing a full stock of fleece lined and woollen. Their glove stock is complete in every detail, lined and unlined.

Before placing their orders for Spring ladies' hosiery, the trade should see the range that The Gault Bros. Co., Limited, are showing in cashmeres, silks, lisle and cotton. There will undoubtedly be a big demand for fancies and open work next season.

Mr. Wilkins has added this to a notice he has sent out to his customers: "The Royal train through Canada is the most magnificent and complete railway train ever gotten up in the world. The waiters, porters, cooks and pantrymen are fitted out with "Rooster" brand coats, pants, aprons and caps, in all about 800 pieces. The men were measured and the goods made and delivered to the C.P.R. in five and a half days. This was accomplished with our own modern plant under our own roof." Since then he has received a supplement—an order for 200 pieces, which was executed in two days.

Brophy, Cains & Co. made a happy hit some time ago when they introduced linen-stitched suspenders. Linen thread has served to add a vast measure of strength to weak spots in the suspender, and the sales of this firm have vastly increased owing to this specialty. The benefit adds little or nothing to the price.

Mr. D. W. Deeks, formerly with Hamilton & Co., Toronto, will represent Stewart, Allan & LeMaistre, manufacturers of "Salem" shirt and shirtwaists, in Toronto and Western Ontario in the future, as Mr. Stewart finds that it is necessary for him to be in Montreal almost con-

tinually on account of the increasing demand for their goods. Mr. Deeks will call upon the trade during October with a new range of colored shirts for November and Christmas delivery.

Mr. R. C. Wilkins is putting out a swell line of Summer clothing just now which will include all the latest ideas raging in New York for next Summer. Besides striped flannels an attractive article is the wool crash, the latest thing out. With all Summer suits belts to match may be had; an attractive nickle buckle goes with them. It is surprising what a pleasing effect this belt made out of the same materials as the goods produces.

An extra special in men's braces, 25 patterns, for 25c. retailing are shown by John Macdonald & Co. A lot of knitted gloves for boys and men for 25c. to 50c. retailing are shown in black and fancies. A full assortment of men's underwear, wool and fleece lined, should be seen by buyers.

\* \* \*

## A Woman on Men's Dress.

Men are free enough in their criticism of feminine attire—often, it must be confessed, with perfect justice. That it is possible to retort on them with equal, and equally deserved sarcasm has just been shown by a lady writer, who denounces men as absolute slaves to conventionality. Could there have been a more silly and senseless garment than trousers? she asks. Or the silk hat? Or the waistcoat masculine, which is very thick in front and merely a bit of lining at the back? Trousers are terribly muddy unless they are turned up. Why should a man, who considers himself capable of lecturing on women's dress, submit to wear a garment so irrational? It conveys the mud to his socks and thence to the legs. His waistcoat leaves the lungs unprotected at the back. His overcoat has to be unbuttoned, however chill may be the blast, every time he wants to look at his watch or get at his breast pocket. The slightest gale of wind takes off his silk hat and runs away with it. And then his collar! Just think of his collar! He sometimes cannot even turn his head round without lifting it above the rim of those four inches of stiffly starched linen. Thus fluently runs the lady's ironic pen, and even the men who do not wear four-inch collars will admit that much of her indictment of men's attire is well founded.

\* \* \*

## Talks with the Trade.

The outlook in the wholesale men's furnishing business for Fall is encouraging, owing to the fact that many buyers bought very lightly at the start. For Winter underwear there are some good values showing in the wholesale houses in Shetlands and stripes, to retail at 50c., 75c. and \$1. Those prices I got in Wyld-Darling Co.'s. There were also shown some exclusive designs in mufflers, to retail for 15c. to \$1.50. The 50 and 75c. lines were particularly good value. Lined wool mocha gloves for men and boys are shown to retail at 75c., and in extra heavy skin, to retail at \$1 and \$1.25. Oxford and Cambridge greys in Irish knit half-hose and various shades in heather mixtures are going well. These will likely lead through the Winter in colored goods. Black cashmere and wool, will still, as always, remain ahead. A novelty in Royal scarlet in Fall half-hose, made from fine, imported cashmere, is being handled successfully by Wyld-Darling Co. They retail for

*Dominion Suspender Co*  
*Niagara Falls*  
*Makers of Trade D Mark Suspenders*  
*Guaranteed*

*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

**THE MERCHANTS MERCANTILE CO.**

260 St. James St., Montreal.

**MERCANTILE REPORTS AND COLLECTIONS.**

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

**WESTERN** Incorporated  
 1851  
**ASSURANCE**  
**COMPANY.**

**FIRE**  
**AND**  
**MARINE**

Head Office  
 Toronto,  
 Ont.

|                      |                |
|----------------------|----------------|
| Capital Subscribed - | \$2,000,000.00 |
| Capital Paid Up -    | 1,000,000.00   |
| Assets, over -       | 2,320,000.00   |
| Annual Income -      | 2,300,000.00   |

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

**LABELS**

Any Shape  
 1 to 17 Colors  
 Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

**LEVY & CO., Printers TORONTO**

19 LEADER LANE.

**THE CANADIAN**  
**PRESS CLIPPING**  
**BUREAU**

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms: \$5 per hundred clippings; \$40 per thousand; paid in advance, but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

**THE CANADIAN PRESS CLIPPING BUREAU,**

232 McGill Street,  
 MONTREAL.

10 Front St. East,  
 TORONTO.



25c. A new bow, the "King Edward," to be worn with the high turn-down collar, is well liked. It is nothing like that of the same name worn in the Summer, but is much neater. It is smaller and lacks the flowing ends of the other. It will go well.



"Artistic" French Scarf—Niagara Neckwear Co.

The "Artistic" French scarf that a certain Lyons manufacturer says is "quite new" and is now at the present moment the leading thing in the best shop windows on the Paris boulevards. The Niagara Neckwear Co., Limited, has the control of this silk for Canada, until it is imitated, and is in a position to place it on the market at once. It may be "quite too new" for the trade in this country, but the haberdashers will have the satisfaction of knowing it was offered to them in October, 1901 (same as the grenadines were in January last, rather ahead of time). It is certainly artistic in every sense of the word. The silks are woven in ribbon style and formed into 1½ to 2-inch four-in-hands, in the most desirable colorings and effects. The patterns in every case are directly up the centre.

The Niagara Neckwear Co., Limited, produced a line of mufflers this season that their designer considered so good that he has had the design and make registered. The mufflers can be retailed at the popular prices of 50, 75c. and \$1. All made from their regular line of silks. They are well worthy of examination and comparison by the trade.

Messrs. Caulfield, Henderson & Burns have already got their Spring fancy hosiery before the trade, and report that the loudest colors sell the best. Rainproof coats, which they are making themselves from the real imported and guaranteed rainproof goods, are in big demand. Dark greys go best. Patent automatic umbrellas are also selling well. For football, hockey, and other games, padded suits are the only thing, and more are being used every year. This sporting goods trade is one that might be worked up to good proportions in some places. They are selling a lot of red cashmere half-hose.

Mr. R. C. Wilkins' range of ready-made clothing never showed better value than it does in the range for Spring which is just going on the road. In addition to the regular line is a range of shirt waists for men and boys, from the cheapest to the best class of goods, in all the latest colorings. These shirts may be had with or without collars.

The Dominion Suspender Co., Niagara Falls, is putting on the "Trade D. Mark" suspenders the latest invention

in buckles, the "Norusto" buckle. They have secured the control of it for the Dominion of Canada. It is predicted by them that this buckle will be required by the trade on all of their productions, when once seen.

The travellers of The Gault Bros. Co., Limited, will be out shortly with a full range of men's furnishings for Spring 1902. They have secured some special lines in underwear and half-hose, comprising silks, woollens, and balbriggan. They will be showing a large range of fancy half-hose and solicit an inspection of their samples.

Dressing gowns and smoking jackets for the Christmas trade. Gault Bros. stock shows goods from \$3 to \$18.

Reputations of different brands of underwear come and go, but that of "Wolsey" seems to go on forever. The Canadian agents tell us that this high-class article was never in as brisk demand as at the present moment. Just as the garment does not shrink neither do its sales.

The Gault Bros.' travellers are now on the road with lines of Spring shirts for 1902. They have over 600 lines out and orders are coming very freely. One of their leading specialties is the "Cordo" shirt, illustrated in another column, confined to this firm for Canada. They are shown in soft bodies as well as stiff fronts, the former made from Anderson's celebrated Madras cloths and the latter from Potter's renowned English cloths.

Stewart, Allan & LeMaistre (manufacturers of "Salem" shirts) have found that the trade appreciate their "quick delivery" methods of doing business, and they claim that they are at all times in a position to show to the trade in Canada the very newest designs and colorings which are being shown in the United States. The young man of to-day is looking for the latest creations in shirts as well as in other articles, and the merchant who can always place new, fresh bright patterns in his window, will secure the greatest share of the shirt business.

Mr. F. W. Stewart, of Stewart, Allan & LeMaistre (manufacturers of "Salem" shirts), paid his usual monthly visit to New York a few days ago and made his selection of patterns to be shown during October, for November and Christmas delivery. Their range will include the latest designs in American percales, Anderson's zephyrs and Oxfords and French cambrics. Asked as to what will be in demand for Spring, as regards coloring, etc., he replied that as yet he had only a vague idea of what will be correct, as it is altogether too early to be sure of what will be right. He has seen patterns which have been ordered by several of the large American manufacturers, but even this does not insure a safe basis to work upon. "When Spring comes we will be in a position to talk Spring," was the concluding remark that Mr. Stewart made.

\* \* \*

## Mr. Wilkins' Travellers.

Mr. Silver, one of Mr. R. C. Wilkins' most trusted travellers has just left for Manitoba and the Northwest Territories with a full range of "Rooster" brand goods. Heretofore Mr. Wilkins has been represented only spasmodically in the West, but is taking advantage of the prosperous times to push for a steady western trade. Mr. Silver's place in Nova Scotia is being filled by another Scotian boy, Mr. J. H. Zinck. Mr. W. C. Lawrence, who for many years has been connected with S. Greenshields, Son & Co., in British Columbia, has taken over that field for Mr. Wilkins. In Western Ontario, Mr. McBride, well-known in that territory, retains his territory, and the Northern Ontario trade will still see Mr. D. Pelletier. In Quebec and New Brunswick Mr. Wilkins will be represented by Mr. Ernest A. Bowden, who has been promoted from the house.

**\$3.00** Per dozen

*RETURNED  
to Mont. office.  
March 6/02.  
N.D.C.*

THAT'S THE PRICE.

# THE I.B.K. WINNER

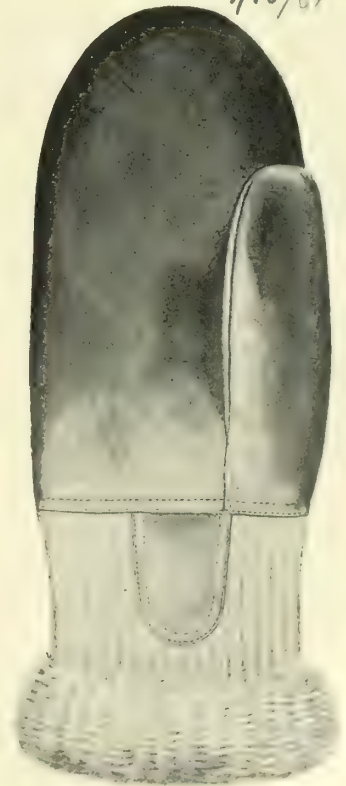
A good looking mitt to begin with.  
Tough MULESKIN Palm.

## And Here's the Mitt:

Heavy wool, knit closely, crammed full of warmth and satisfaction.

Every man who leads an out-of-door existence will want such mitts, and there are thousands of them.

WRITE FOR CATALOGUE.



# THE HUDSON BAY KNITTING CO.

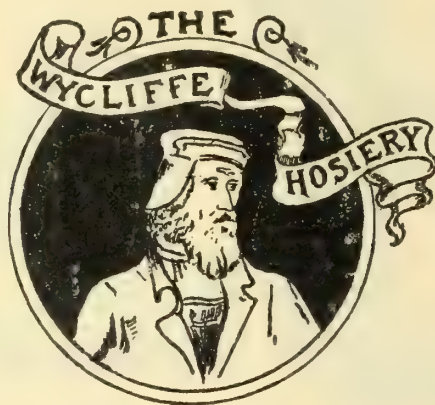
MONTREAL.



# WYCLIFFE

**Pure Wool  
Underwear**

For Ladies  
and Gentlemen.



**WILL  
NOT  
SHRINK**

**Greenwood & Moulds,**

Hosiery Manufacturers

— **LEICESTER**

and at 59 Gresham Street, LONDON.

REPRESENTATIVES IN CANADA:

**MESSRS. PRIME & RANKIN**

—

**TORONTO.**

## PERRIN'S GLOVES

Are  
the  
best



For  
Fit,  
Finish,  
Durability.

Our travellers are now on the road with our Spring Samples, which we must say are very complete in Ladies', Men's and Children's Gloves. See our samples before buying. Our Fall Stock is complete. Send in your orders, they will be attended to carefully

**PERRIN FRERES & CIE,**

— **5 Victoria Square, MONTREAL.**

Sole Agents for . . .

**RAGUET'S UNDERWEAR.**

# NISBET & AULD,

34 Wellington Street West,

TORONTO, ONTARIO.

## Fine Woollens and Trimmings

Special Department:

LADIES' TAILORING FABRICS.

PLAIN CLOTHS, CHEVIOTS, HOMESPUNS, FRIEZES, ETC.

THE LARGEST ASSORTMENT IN CANADA.

*We note with much pleasure that the great majority of our customers are having a splendid Fall trade, which accounts for the enormous increase in our sales so far this season.*

*The styles, fabrics and colorings in both our foreign and domestic woollens are known to be a strong factor in attracting and holding trade. They are selected especially for Canadian trade and have always brought the best results to those who handle them.*

*We never rest on our laurels, but are continually on the lookout for improvement. Our men's and women's woollens and tailors' trimmings were meritorious from the start and they gained in popularity with each succeeding season. New names are continually being added to our large list of well-pleased customers, and the comments from those who are buying from us this season for the first time are universally congratulatory and pleasant. It is only natural to credit this phenomenal and uninterrupted success to the superior and extensive line of goods carried by us.*

*Close prices—fair and courteous treatment—careful attention to orders—and prompt shipments.*

*Yours truly,*

NISBET & AULD.





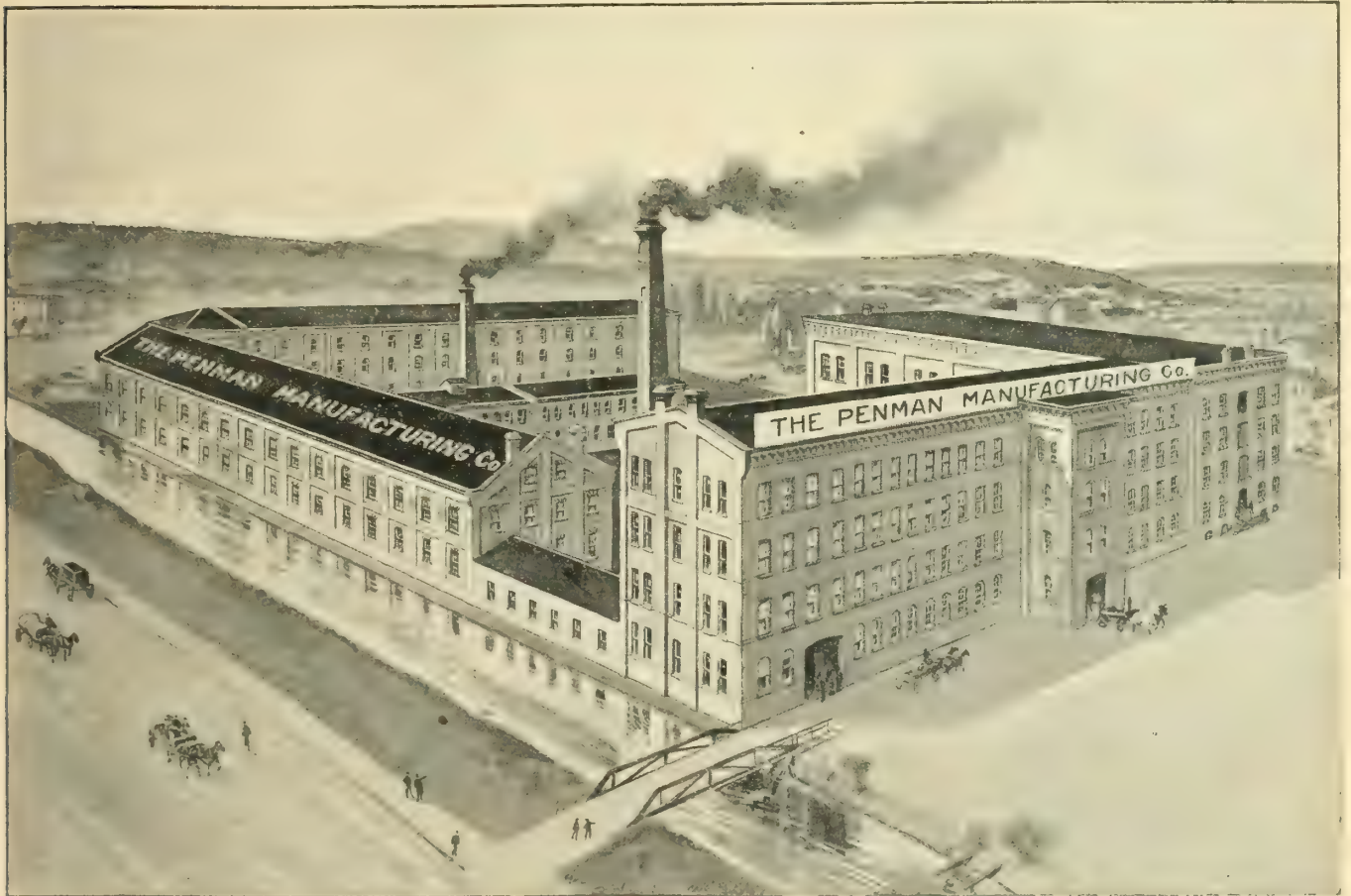
# The Penman Mfg. Co., Limited

HEAD OFFICE at PARIS, ONTARIO, CANADA.

Mills at Paris, Ont., Thorold, Ont., Port Dover, Ont., and Coaticook, Que.

Manufacturers of all kinds of Knit Underwear, Ladies' Seamless Hose, Men's Half-Hose, Sweaters, Top Shirts and other Specialties.

**THIS IS OUR MILL NO. 2.** The output of this mill is confined exclusively to **FLAT-KNIT** underwear.



**ALL SIZES** and many qualities and styles in **SHIRTS, DRAWERS, COMBINATION SUITS AND NIGHT ROBES** for **LADIES, MEN** and **CHILDREN**. **ALL WOOL, COTTON AND WOOL, SILK AND WOOL, SILK** and **COTTON** and **ALL COTTON**. Great variety in patterns and coloring. From coarsest to finest gauges. **PLAIN, STRIPED** and **FANCY KNIT**.

**SPECIAL MENTION—FINE NATURAL WOOL UNDERWEAR**—No dye or other coloring matter used in this line—**PURE, SOFT** and **DELIGHTFUL TO WEAR**. In several weights and all sizes.

**FINE BALBRIGGANS** for **SUMMER WEAR**—Many qualities and styles—Fashionable patterns and beautiful colors—Examine the perfect fabric in these goods.

**SWEATERS—MEN'S** and **BOYS'**—Great range in quality, weight and pattern. **PLAIN** and **STRIPED**.

Ask to see our lines of **Unshrinkable Shirts and Drawers**.  
They are sold with our guarantee.

**NOTE**—Each one of our mills devoted to a **PARTICULAR KIND OF KNIT UNDERWEAR**. The **WHOLE TIME** of our experts given to their **OWN PARTICULAR WORK**. **OUR GOODS SHOW THE RESULT IN PERFECT KNITTING, FINISH** and **STYLE**.

**WRITE OUR AGENTS** for samples and prices. **OUR GOODS** are **LEADERS**.

Our Sole Representatives:

**D. Morrice, Sons & Co.,**

MONTREAL, QUE.

TORONTO, ONTARIO, CANADA.



## CLOTHING AND WOOLLEN TRADE

### STYLES IN CANADIAN CLOTHING.

THE clothing trade has opened up most satisfactorily for Fall. The popular thing in overcoats is grey cheviots, made in the Grosvenor pattern, which, although much like the Raglan coat, is nevertheless displacing that popular style of last season. A few Raglans are still selling, but it is plain that there will be no great demand for them this season.

It was thought by many that beavers would go out this season, but they are still in good demand, and are apparently to stay some time yet. After all, the beaver is a good coat for the average trade, and more particularly for the farming trade. Its smooth finish and neat, dressy appearance makes it a cloth that can always be worn, and never looks much out of style.

The ready-made trade are preparing to do business in browns shortly. Already there is quite a sprinkling of this color in suitings, in Scotch effects, and although grey is the most prominent color, and is expected to remain so through Fall and Winter, the next season may see it give place to brown. It is not thought that brown will be good in overcoatings until some time after it has taken the lead in suitings.

A feature of the Fall and Winter trade is the large number of men's and boys' reefers and Norway jackets that are being sold. They are principally in naps.

The ready-made clothing men do not think they will have anything to do with the revival of ulsters, which is predicted by some merchant tailors. The regular demand for work-ingmen will keep up, but outside of this there is as yet no sign of the ulster coming in again.

### WOOLLEN SAMPLES FOR SPRING.

The Gault Brothers' travellers are now on the road with samples of the English and Canadian woollen department, which has this season probably the largest and finest range it has ever shown in Canada. It is certainly a credit to the Canadian wholesale trade that this firm should amply maintain so long their high reputation for woollens. In addition to their extensive range of novelties in Scotch and worsted suitings and trouserings, they are showing special values in the staple lines of worsted and serges. No dealer needs to be advised to see their range of Belwarp serges and worsteds. The Fitzsimmons and Landslide coatings, the Victory, Viking, Celtic and Oceanic serges are names that need not repetition.

In waterproof cloths this firm are showing a magnificent range of Spring and Fall overcoatings in twills, Venetians, herringbone and fancy designs. Their regular brand "Swanback" is a guarantee to the purchaser. Nor should we omit their large range of novelties in ladies' 6-4 costume cloths in imported and Canadian fabrics.

Great activity is noticed in the tailors' trimming department. The Belwarp Italians and mohair serges have proved as they anticipated—a great success. They are now showing for Spring a still larger variety of these goods, every piece guaranteed. Their range of Spring sleeve linings is most

comprehensive, covering all makes, twills, sateens, silk stripes, etc. They offer special inducements to the wholesale clothing trade. Their ranges of canvasses under the "Shamrock" brand are well worth seeing.

### SPRING CLOTHING FASHIONS.

Spring fashions in men's clothing show the double-breasted vest more popular than ever. It is very prominent in M. Saxe & Sons' range and others view it with decided favor. The Spring sacque coat will be fairly tight-fitting with a seam back. The trousers do not show that tendency to width that some predicted and will still be shaped decidedly narrow. As for cloths, the predominant tone is still light. Summer goods will be more of a feature than ever, particularly the unlined suits.

As for overcoats, the principal new thing is the yoke waterproof coat. In the ordinary cloth it is not likely that the yoke will be viewed with favor; M. Saxe & Sons are showing principally Raglans and Chesterfields. The former style seems to have come to stay. M. Saxe & Sons' travellers are now on the road and, so far, are being greeted with good business.

### BRADFORD MOVEMENT AGAINST "WEIGHTING."

The movement which has been on foot in Bradford to remedy the evils of the "weighting" of worsted coatings has taken recently a new turn. It is now hoped that by the action of some of the leading Bradford firms this injurious practice may for the future be checked or suppressed. It will be remembered that some time ago a body was formed, known as the Yorkshire Worsteds Association, and that its members proposed to prohibit altogether the practice of "weighting." It was found impossible, however, to get the dyers to refuse to agree to dye only worsteds that were not "weighted." A new plan has, therefore, been evolved. The association forces all its members not to "weight" their worsteds, and to use a stamp which guarantees the material to be free from this practice.

Herewith is a design which will indicate how the Association intends to work for, though the design is not similar, the wording of it is exactly the same. Many of the principal firms in the trade have signed the new agreement and in future any buyer of worsted coatings will know by the use of the trade mark whether they are turned out by manufacturers who avoid the weighting evil or not. As is well-known the weighting process is a system of damping the material with chloride of zinc and other foreign substances so as to increase its weight. This was a great point in the getting of an increased price for a cheaper article, as worsted coatings are sold by yards at so much price. Those who have taken a leading part in this good movement are: Mr. John Baschus, of W. Ramsden & Co., Limited; Mr. Bernard Nathan, of Ferd. Heilburn & Co., and Mr. W. H. Haigh, of A. & S. Henry & Co., Limited.

#### Guaranteed

YORKSHIRE  
WORSTED  
ASSOCIATION

#### Not Weighted.

### BROWNS IN SUITINGS.

There is no doubt about the coming of browns in suitings and overcoatings. Wyld-Darling Co. are already doing a big trade in Scotch tweed suitings as well as overcoats in brown, and in the former they are displacing the greys to a certain extent. Greys are still selling in overcoatings more than any other color. In the United States brown is now the leading color, and it is predicted that it will be here also for the Winter season. That is, in suitings. It may not lead in overcoatings

# SHAPE MEANS PROFIT.

The shape of a garment means everything to the customer. Good shape gives the dealer future profits. Northway garments have shape, and hold their shape until worn out.

A Northway stock of Jackets and Suits will stand the showroom test. They are so carefully shaped. They will sell easier to the customer because of their looks. The customer who wears them gets the supreme satisfaction of wearing a garment that will keep its looks through snow and rain—a garment that will not pucker and sag—that will ever be attractive.

The shape of Northway garments means future sales for the dealer. It costs the dealer nothing extra. It is the result of careful selection of cloths and linings, honestly put together, in suitable designs. But every season each retailer sells *more* garments. The shape has built the dealer's sales.

This season, for Fall, we have over two hundred numbers to show. We have sold more Northway garments than ever before. We have moved into an immense new building. The goodness and shape have built it for us. We will be glad to see you in the "New Home for Northway Garments." Make it your headquarters.

## JOHN NORTHWAY & SON, Limited

91 and 93 Wellington Street West

Shape-Keeping Garments

....TORONTO.



## F. & W. E. WHITE

LOUGHBOROUGH, ENGLAND.

Makers of all kinds of . . . .

### High-Class Hosiery

FOR LADIES, GENTLEMEN AND CHILDREN.

Sole Makers of



The "Griffin" Brand of  
Unshrinkable Pure Woollen Underwear.

The Registered "Sensola" Unshrinkable Underwear.  
The Registered "Pes Duplex" Hose.  
The Registered Original Black "Indiana" Hose.  
The Registered "Silana" Hose.  
The Registered "Vira" Hose.  
The Patent Elastic Ribbed Hose.

SPECIALTIES . . . .

Ladies' and Gentlemen's Embroidered and Lace Ankle Hose.  
" " " Spun Silk and Lisle Thread Hose.  
" " " Spun Silk Underwear and Combination Suits.

CANADIAN AGENT:

R. H. COSBIE, Manchester Building, Melinda St., TORONTO.



Our 12 travellers are all out now with

# Spring Clothing

See our GREAT LINES of SPLENDID  
VALUES of . . . .

*Men's Tweed Suits, at \$3.50*

*Men's Tweed Suits, at \$4.00*

*Men's Tweed Suits, at \$4.50*

*Men's Tweed Suits, at \$5.00*

## SPECIAL VALUES

**Men's Blue or Black Serge Suits**

16-oz. French-Faced, extra well lined, at

**\$5, \$5.50 and \$6**

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# M. Saxe & Sons

MONTREAL'S GREATEST CLOTHIERS

# MATTHEWS, TOWERS & CO.

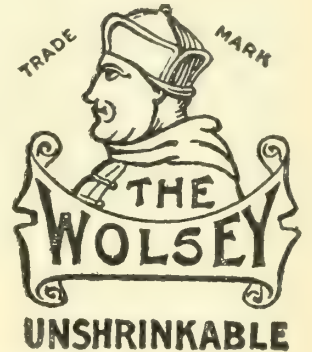
The wants of the trade can be attended to by us to the very best advantage. Our stock comprises a very extensive assortment of the newest lines--nowhere else can be obtained better lines at better prices. Incidentally we might mention the following—

## Shirts

A select variety in Spring Lines of COLORED SHIRTS, OXFORDS, PERCALES, MADRAS AND CORDS—all are carefully designed styles, correctly cut and perfectly finished, at prices that will delight you.

## Underwear

Underwear of the highest order of excellence in FLEECE LINED, SCOTCH KNIT, ALL-WOOL STRIPES—also nine varieties in Winter and medium weights of the celebrated “Wolsey” Underwear—all-wool, British manufacture, guaranteed positively unshrinkable, all sizes, from 34 to 54-inch, in stock.



## Hosiery

The variety of Hosiery now in our warehouse is at the height of perfection, and comprises assortments the trade are sure to be pleased with. We might mention particularly the famous COOL FEET HOSIERY—they are particularly desirable for your best trade.



## Neckwear

Our line contains latest specialties with newest fabrics and colorings and unique designs. They will prove rapid sellers and money-makers.

## Umbrellas

The 20th Century Umbrellas need no introduction to Canadian merchants—they have already attained an enviable reputation. We are prepared to execute your order for any quantity.



# MATTHEWS, TOWERS & CO.

14 ST. HELEN ST., MONTREAL.



until next season. The orders for black and blue worsteds for the country trade are very large. Cheviots and llamas are also in big demand. Fancy checks in vestings are good for Fall and Winter. Brown and red effects seem to be liked best. Rainproof cloth in olive and grey is good property. The Spring styles of New York trouserings show a larger stripe than heretofore, and there is a bit more color in the cloths. These new goods also include fancy worsted broken checks, which are very pretty, and are the correct English and American fashions.

#### BIG DEMAND FOR COSTUME CLOTHS.

When I called to see how things were going in Nisbet & Auld's enlarged warehouse, I found that every department reported a larger business than ever before. Canadian made goods, both for men and women, were selling on their merits, better than British or foreign goods. In the ladies' goods the percentage was much larger than in the men's. The reason for this is hard to find as the men's goods are quite as good as the others, and the fashion is followed just as closely. Oxford tweeds are still selling rapidly, and the mills are taxed to their full capacity. Their heavyweight cloths, though originally intended for men, are being taken largely for ladies' rainy-day

skirts. The demand for striped suitings is increasing. Black and blue worsteds and serges are good. In ladies' goods, boxcloths, homespun and friezes are in big demand, so heavy that they are behind with filling their orders. They are making arrangements, however, so as to practically cover the demand, and it is always understood that no job goods will be sent out unless sold as such.

#### NEW GOODS IN THE MARKET.

Importers are showing costume cloths, a magnificent range of ladies' cloths for rainy-day skirts. John Macdonald & Co. mention all shades in broadcloths, venetians, friezes, homespun, camelhair cloths, beavers and mixture serges. They have also a full stock of men's overcoatings, including all the latest fabrics in llama cloths, vicunas, meltons, beavers, and the popular shades of grey mixtures, brown mixture, blacks and blues. A new shipment of "Belwarp" serges and worsteds has been received; also in fancy worsted trimmings, and a nice range in curl cloths for children's jackets, in white, cream and cardinal. A special job line in 54-in. mixture costume serges is noted; also a nice range of double cloths, both in checks and plain.

## OUR PARIS FASHION LETTER.

FROM THE DRY GOODS REVIEW'S Special Correspondent.

#### THE BOLERO.

The bolero also is being much worn, both in jackets and waists.

Dinner dresses of crepe de chine with steel trimming and chantilly lace with steel introduction seem likely to be popular.

Another leading combination is the mouseline de soie, embossed with flowers, cream rose pink and the usual evening colors with the flowers in contrasting shades.

#### TEA GOWNS.

There is every indication of the "Empire" gown with purely "Empire" trimming becoming the great mode. A rich plum-colored panne silk with cream Arab lace, a peau de soie trimmed with a chantilly insertion. A Nile green surah with a point de esprit and mouseline de soie in cream, all make up remarkably well in this style.

One model in peau de soie is worthy of remark. It is almost a "Princess" robe with a draping at the bust, the waist ribbon being attached to the side seam and brought up through a loophole to the bust centre, where it forms a rosette, the ribbon ends falling to below the knees.

#### WAIST BELTS.

The fashion is again changing, fewer of the wide gold and black are being worn. Both black and black and steel are still selling in the narrow width. A buyer was showing me some of the newest yesterday. They are of silk elastic velvet in all colors, but black takes first place. The newest buckles are in plain bronze l'art nouveau.

#### HATS.

The newest shape to date is the Marquise, in felt, black and colors, trimmed with a narrow band of ribbon, or the same shape trimmed with an entire bird, pheasant, seagull and birds of bright plumage. The Duchess of Devonshire hats are also coming in trimmed with large feathers.

A. E. D.

PARIS, September 20, 1901.

OR the Paris dressmaker, holidays are things of the past, and they are now busy preparing for the Autumn season. The Rue de la Paix is showing its "dernieres creations."



The other day I noticed a very handsome gown of French grey taffeta broche, surmounted with a bouquet pompadour. The semi-decollete corsage was trimmed with a fichu of point d'esprit and Irish guipure; a V-shaped insertion of satin soleil, pompadour, edged with lace, finished off the three-quarter length sleeves. Very prettily trimmed were the last five rows of pompadour impression at the bottom of the skirt, each bouquet having a ribbon effect of narrow guipure attached to its stem, the whole extending right away to the train, which, following present fashion, was long and volant. With this charming gown was worn a waist-belt of taffeta chiffon, finished off with a rosette.

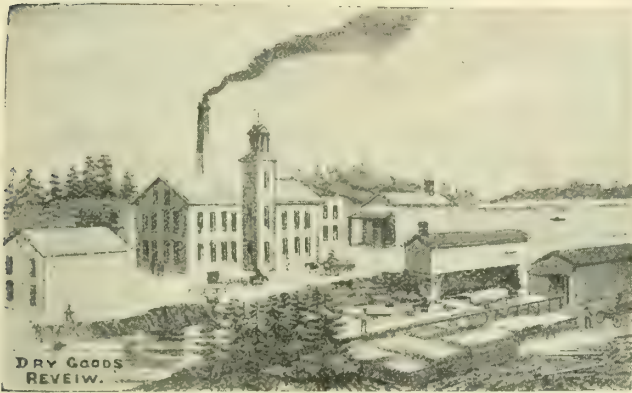
#### TAILOR MADE COSTUMES.

In tailor-made costumes the new cloth, "Zibeline" sable cloth, is the leading nouveaute. I have seen it in a lovely shade of silver beige, which, trimmed with Russian sable, is most effective. Silver beige is one of the newest shades, and likely to be much worn.

The Eton jacket is still "en faueur." A very chic model is in myrtle green, bolero effect; the roll collar of black velvet has an introduction of silk panne, embroidered with lilies of the valley. The seams are strapped with a pretty black velvet trimming; the skirt to match is bell-shaped, and has the same strapping as far down as the knees, the bottom part of the skirt being embroidered with the lilies.

# Harris & Company, ROCKWOOD, ONT.

Limited



## LADIES' COSTUMES.

An up-to-date stock should contain a full assortment of

## HARRIS SUITINGS.

Select Colorings, Excellent Quality. Profitable goods to sell at

## POPULAR PRICES.

Samples of new goods for **SPRING 1902** now being shown  
by our sole agents,

## Dignum & Monypenny,

27 Melinda Street, - - - TORONTO

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OF OTTAWA, LIMITED.

## Clothing Manufacturers

FINE AND COARSE TROUSERS,

AND

## SMITH'S ADJUSTABLE OVERALLS

A SPECIALTY.

We also manufacture Ladies' plain skirts. . . .

Merchants may supply their  
cloths for anything in the  
line of clothing.

# THE WATSON MFG. CO.

Limited

PARIS, CANADA.

Manufacturers of

## Ribbed Knit Underwear for Ladies and Children

SOME OF OUR LINES:

*Derby-Ribbed Underwear*

*Plush Ribbed Underwear*

*Swiss-Ribbed Underwear*

*Pure Wool*

*Unshrinkable Underwear*

*Corset Covers*

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*Combinations*

**Perfect Goods.**

**Quick Delivery.**

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**Write for Samples.**





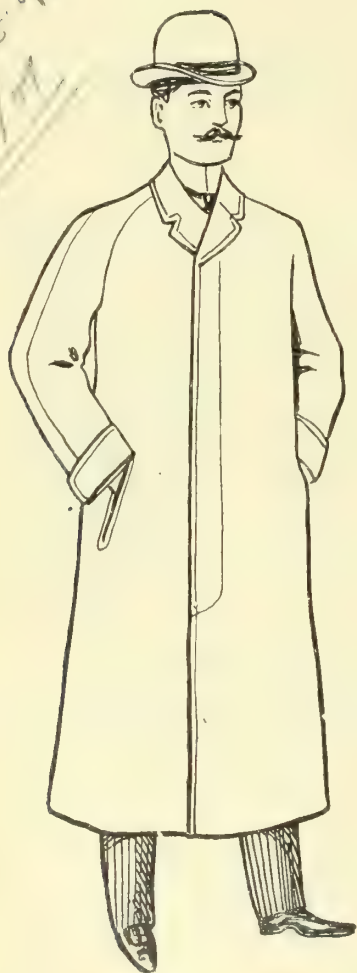
Are You After a line of

LADIES' and GENTLEMEN'S  
WATERPROOF and RAINPROOF

# CLOTHING



*that will help you to make and win new trade? If so, our goods will prove of the greatest possible assistance to every dealer as a means to this end. We have ready for your choosing an extensive assortment in all the latest styles--every detail of fit and material is perfect. Let us impress upon your minds the fact--which certainly bears much weight--that we have studied the wants of the people for over twelve years. That our goods have proven themselves popular from the beginning is evidenced by the increased demand that has been manifested for them since they were first placed on the market. Your requirements can be looked after by us promptly and satisfactorily. Our representatives are now on the road with the finest range of samples ever shown. It will pay you to inspect their samples before placing your orders.*



*to mont. office  
2/10/09*

## THE MONTREAL WATERPROOF CLOTHING CO.

(H. WENER, PROPRIETOR)

1873 Notre Dame Street, Montreal

# The Slingsby Manufacturing Company

BRANTFORD, ONTARIO.

LIMITED.

*A complete  
assortment  
of the  
following  
lines always  
in stock.*



*It will pay  
you to  
see our  
goods before  
placing  
your orders.*

## Bed Blankets ; Horse Blankets

White, Grey and High Colors.  
Union, All-Wool and Specials.

Duck-lined, Cotton, Union and All-Wool.  
Lap Rugs, Linings, Collar Cloths, etc., etc.

FLANNEL SHEETINGS, CAMP BLANKETINGS,  
KERSEYS, COSTUME AND MACKINAW CLOTHS,  
STOCKING YARNS, Etc., Etc.

Mail Orders Receive Careful and Prompt Attention.

## ORKNEY-SHETLAND FLOSS

We are the sole agents in Canada for **Orkney-Shetland Floss**. When placing your order, be sure to place it with us. You will then get the **Best Floss** and **prompt delivery**. Shipments arriving every week. We guarantee our Floss 16 ounces to the pound. Put up 16 skeins to pound, each skein wrapped in tissue sheet.

Orkney Brand is Registered--No Other is Genuine.

Absolutely the Best Seller in the Market.

S. GREENSHIELDS, SON & CO. - Montreal.



# OUR LONDON FASHION LETTER.

*The Fancy for Flat Trimmings—Expected to Affect Braids—Autumn Capes and Jackets—Notes on Collar and Cuff—Velvet the Paris Trimming—Dress Fabrics in London—Cape on Queen's Dresses.*

From our own Correspondent.

LONDON, September 20, 1901.



REFERRED styles for Winter costumes are flat trimmings, and this feeling creates a great demand for the recently introduced silk or satin pipings. These are done in black or colored glaze or satin, machine-stitched in plain or fanciful lines. The German manufacturers show some wonderfully good designs in this way, and their success is greatly helped by the improved machines at

their command. The English machines are a long way behind them, and this handicaps the English manufacturers in their competition with the Germans, in the production of the lower-priced but still effective trimmings. For the rapid manufacture of these, steam-power machinery is employed, and several of the London trimming manufacturers think so much of the expected demand for flat silk or satin fold, or piped trimmings, that they have had special machinery erected at a cost of many thousands. These goods caught on at once when introduced to the English buyers on their Continental journeys



How Paris trims skirts with velvet bands and applications of lace or passementerie.—Sketched from a Paris model.

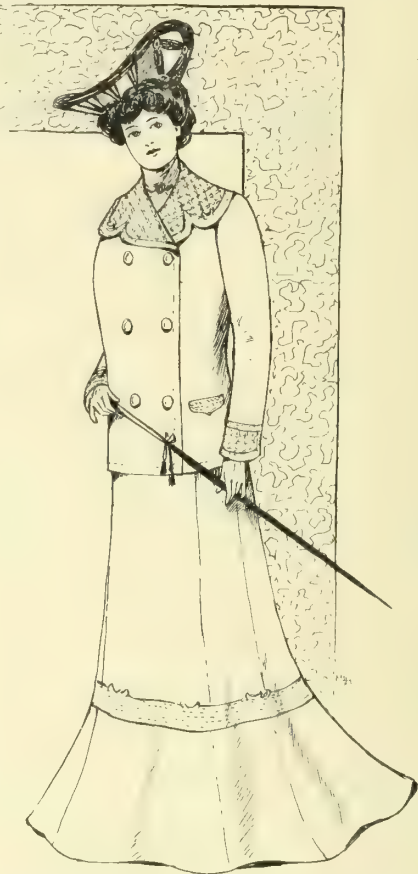
for Autumn purchases, with the result that every manufacturer, big or little, turned his attention to them, and it is expected; in fact, there are already signs of it, that the thing will be overdone.

MAY INCREASE THE BRAID TRADE.

The tendency of this feeling for flat trimmings, it is expected, will further the trade for braids—more particularly for military and mohair.

These pipings or ready-made strappings in satin and taffeta, show many good effects in stitching or openwork. Braids with draw-threads, to form many ingenious designs, are also in demand. Embroideries are shown in white, ivory, black and many colors. Passementeries and gimps are shown in the form of complete garnitures for the bodice, and in most cases have wide and narrow trimmings to match, for sale by the yard, these being used for the skirt trimmings to match.

Beyond these the most marked feature in dress trimmings is the use of small buttons (gilt predominating). These are set



A Winter coat and skirt in dark purple reversible tweed. The skirt is strapped with a band of darker material. The double-breasted short sacque is semi-fitting at the back and is faced on collar, cuffs and pockets with the reverse side—a check tweed.—This costume was sketched by favor of Messrs. Corby, Palmer & Stewart.

on bodice fronts and even dress skirts in groups. The preferred patterns are small and round.

AUTUMN JACKETS AND MANTLES.

Steamer capes and travelling wraps are much longer, and are mostly in red and brighter colors than we have been accustomed to for some time. The smartest are in thick woollen felting with detachable hoods, and stole-shaped front pieces in the same material. The shoulders are very much rounded to fit quite closely, and thence increase in fullness to the hem which reaches the knee line. Smarter capes for

## The C. Turnbull Co., of Galt, LIMITED.

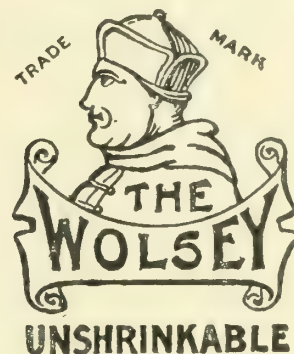
Our representatives are now on the road with the largest and most complete range of samples in Ladies', Men's, Children's and Infants' Perfect Fitting, Ribbed and Full-Fashioned **KNITTED UNDERWEAR** we have ever had. Do not place your orders until you have seen them.

**The C. Turnbull Co.,**  
of GALT, Limited.

GOULDING & CO.,  
27 Wellington St. East,  
TORONTO.

JOS. W. WEY,  
7 Bastion Square,  
VICTORIA, B.C.

## What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable. . . . .

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

Our stock for Fall  
is now complete.

**JOHN FISHER**  
SON & CO'Y,

**WHOLESALE WOOLLENS**  
—AND—  
**Tailors' Trimmings.**

♦♦♦♦♦

Cor. Victoria Sq. and St. James St.  
**MONTREAL.**

Sample Rooms: The Arcade, Yonge St., Toronto.  
101 and 103 St. Peter St., Quebec.



The finest underwear which has yet been manufactured

**Children's and Women's Hose,  
Vests and Dresses.  
Men's Half-Hose and Shirts  
and Pants.**

**BE WISE AND WEAR THEM!**

**Hine Parker & Co.,**

13-14 Milk St. and 24 Gresham St.,  
**LONDON, ENG.**



**LONDON LETTER—Continued.**

driving, or for ordinary evening wear, are of fawn, grey, beaver, string or light blue grey cloth, much braided or inlet with medallions of lace or net, showing a lining of colored glace silk.

Short sacque coats of silk, or finest silk and woollen stuff, are fashionable either in black or fawn. Silk is usually set in flat pleats, stitched half-way down, but softer materials are gathered in lines, or closely corded or tucked. This type of coat will be very popular for Autumn and many costumes have the coat of this shape trimmed to match the skirt.

Long silk or fine face cloth coats in white, grey, fawn, or similar delicate shades, are fashionably worn as evening coats over evening dresses. A model just made by a famous Bond-street house for a colonial outfit was in Wedgewood blue



The latest in silk coats. Made of peau de soie in long tucks and a volante or flounce-shaped lower part ornamented with Vandyke lines of black velvet. The roll-over collar is cut rather high at the throat line and is edged with black ostrich feather trimming. This also provides a very handsome ornamentation on the fronts and around the novel cuffs on the full sleeves.—This model is also sketched by favor of Messrs. Corby, Palmer & Stewart.

broadcloth, lined throughout with thick white satin. The skirts of this handsome garment were cut very full and long and ended with a shaped flounce or volante. The full bishop's sleeves were set into turned back military cuffs. This, by the way, is a distinguishing sleeve fashion in many of the new coats. The wide-sailor collar was ornamented with a handsome cut-out applique embroidery design in the same cloth. Short and three-quarter coats in black silk are prominent in the newest Autumn styles. Peau de soie is the favored fabric and three quarter the preferred length.

At Messrs. Brice-Palmer's I noted this week a very smart model in black peau de soie, with coat collar and cuffs, and the single-breasted fronts faced with black caracul. The coat is, in fact, lined with this throughout, and the caracul is so

arranged that it turns over on the silk to provide a two-inch facing. The greater part of the silk is covered with a handsome embroidery of black silk cord and raised silk. This form of trimming is seen on many of the new three quarter coats whether in silk or cloth.

The driving coats in beaver and fawn-colored cloth shown in this house have very full skirts, and are cut with a very full volante, or flounced shaped lower part. The smartest have wide collars ornamented with appliques of the same cloth, cut out in embroidery designs.

**RECENT PARIS MODELS.**

Quite classic in appearance are some of the new Paris mantle models, with their accordin pleated effects and flowing sleeves. A very handsome mantle recently made in Paris was a suede-colored silk, with long skirts and flowing open sleeves "a la Juive," the whole falling in accordin pleats from a broad collar of black velvet. This collar was cut with long, stole-shaped lapels that crossed on the front and extended to the hem of the graceful garment.

In costumes, as in millinery, Paris favors velvet for trimming either in applied multiple lines, or in shaped insets or bands. Pressed velvet in stencilled designs is a novelty of the season, and for various forms of costume trimming, chiefly as boleros or facings, cut out velvet will be used. But this is only for exclusive use by reason of the cost.

The manufacturers of "Viyella" have recently had experience of several very bad cases where unscrupulous traders have fraudulently passed off imitations of this popular woollen fabric, as the veritable "Viyella," a proceeding that cannot fail to be harmful to the reputation of this well-known manufacture when the deception is not at once discovered. It should therefore be widely made known that every yard of the real "Viyella" bears the imprint of that word on the selvedge and this should be the test at once sought when imitation fabrics are offered in lieu of the redoubtable "Viyella" itself.

**DRESS GOODS IN WEST-END SHOPS.**

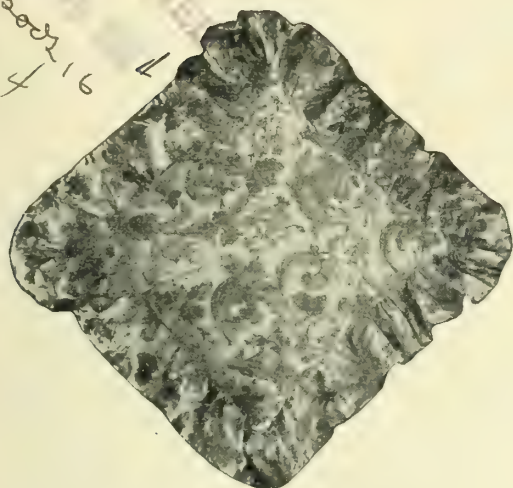
The dress materials in request, and usually stocked in the leading west-end houses, include "Bourdon" cloth in navy, myrtle, brown and dark heliotrope; Zibeline frieze in mixture shades, the new red, navy, myrtle, reseda, brown, heliotrope and blue; bordered serge, the border on each side of material, chenille and silk border in navy, brown, green, heliotrope and red, satin panne cloth in nine fashionable shades; also in black; plaid-backed Zibeline reversible, the plaid being used for collars, cuffs and trimming, the material in navy, brown, red, grey and green, each with different colored tartan; plaid flaked Scotch tweed in mixtures, brown, green and heliotrope; spot Zibeline in all the new shades; Zibeline hopsack in nine fashionable colors; hopsack frieze in nine Autumn shades.

**ROYALTY USES ENGLISH CRAPE.**

A decided impetus has been given the already large sale of English crape by the fact, recently made known, that the present Queen of England, like the late Queen Victoria, wears this dignified mourning fabric. Queen Alexandra's dress at the funeral of the late Queen, her robe at the opening of the English Parliament and recently at the funeral of the late Empress Frederick, was in each case covered completely with Courtauld's English crape. Several of the beautiful dresses made for the Queen's visit to Denmark were trimmed with appliques of this crape, beautifully cut out into handsome embroidery open-work designs that are filled in with mousseline do soie, and outlined with dull black sequines. Her Majesty's close fitting Princesse toques are likewise made of English crape or crape embroidery.

A. MEEHAN.

# A Corner in Down Cushions



"ALASKA BRAND" CUSHIONS ARE FAULTLESS

will advertise your store because it will interest the Ladies.

We are making up an assorted case, to cost \$20, which contains nothing but bright sellers to retail at from 25c. to \$1.10 each. Try a sample case, and if they don't meet with your approval you may return them within 10 days at our expense.

## The Alaska Feather & Down Co., Limited, Montreal.

### CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

### SITUATION WANTED.

**WANTED**—An experienced window dresser with good references wants position Oct. 1st. Address, Box 62, care DRY GOODS REVIEW, Toronto. (9)

### ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by  
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### The Review's Directory of Agents.

*British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.*

**R. FLAWS & SON,** Manchester Bldg., Toronto.  
Melinda St.  
Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, SONS & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies,  
CARTWRIGHT & WARNERS, Limited, Loughborough, England  
Hosiery and Underwear.  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Warps.

**A. ROLAND WILLIAMS** Commission Agent, Room 8  
Melinda St., Toronto. Manchester Building, 29-33  
Woolens, Silks, Embroideries, Handkerchiefs,  
Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

## Campbell Shoe Co.

**WE** take pleasure in announcing that our stock of Boots, Shoes and Rubbers is complete in all respects, and that we are prepared to meet your requirements, no matter how exacting you be. Our variety embraces lines from the popular and medium-priced to the finest and best. We solicit a share of your patronage. Write for catalogue and prices. We make a specialty of the well-known

**"Maple Leaf" Rubbers.**

## Campbell Shoe Co.

129 St. Andrew St., QUEBEC.



# Waists

Silk, Cotton, Flannel,  
Cashmere and  
Velveteen.

RETAIL TRADE NOW ON.

THE season has opened up much more successfully than was at first anticipated; we know of firms that are filled up with orders that will keep them running till Christmas. Already we hear of dissatisfaction at inability to deliver goods promptly. Retailers, however, must learn to know that the bulk of the Fall demand cannot be satisfied in one or two weeks, but that they must place a part of their orders ahead, giving the manufacturer time to put his goods together "well and sure."

Selling has now commenced over the retail counter. Buyers were never better satisfied with their goods, and the consumer seems to be highly elated at the goods being shown her. Everybody invariably gives it as his opinion that this will undoubtedly be the best season for waists that we have yet had. There certainly seems to be room for all our new manufacturing concerns. As we remarked in our last issue, the Canadian manufacturer has considered himself on a test this Fall, and he has stirred himself to launch some of the finest effects ever seen. After a careful examination of the market we can proudly say that it is not necessary for our Canadian waist manufacturers to allow even one American manufacturer to enter this market because of style, fit or finish.

A good portion of the popularity now enjoyed by the fancy waist, has been contributed to it since last Spring. Not only has the workmanship improved, but special fabrics suitable to the purpose have been secured. The hard finish of the taffeta that made the waists of a year ago rip and ravel at the least provocation has been dispensed with, and we have in its place a smooth, nice, soft finish, and more workable fabric that has served the manufacturer in good stead. Flannel has come along at an opportune moment too, and with its sister, cashmere, has helped to produce a stylish as well as a serviceable garment. The ready-made waist is now regarded as a real staple, necessary of careful buying, but a profitable line to handle—if handled correctly.

## MATERIALS USED.

Flannels, mostly printed, are certainly to the fore, with cashmeres and silk-warped henriettas a close second. The quality of the former is not always of the genuine French class; the domestic cloth can be bought and made to retail at a popular price, and is extensively shown, whereas the cashmere is only seen in the better grade of waists, some retailing as high as \$12 each.

Taffetas are leaders for silk waists, peau de soie being their close second. Some chiffon waists are shown with a heavier trimming, such as velvet, etc., which gives this light-textured material a warmer look than it is credited with having. Some velvets are being shown, but they are moving slowly.

## TRIMMINGS.

The machine stitch plays such a prominent part in all classes of waists that it leaves little room for any of the more laborious and slower work to be employed. Hemstitching and tucking on one waist will be changed to tucking and

hemstitching on another, each commanding the prominence at the will of the designer. Their multiplicity of effects is practically incredible, and that they are to have a long stay is without a doubt. Manufacturers must be recouped for the outlay on such machinery, and it is "up to them" to see that "weariness" does not crop in, to the effect of "cutting out" such stitching. The work, when well operated, certainly gives a rich appearance, and, in the numerous ways in which it is used, is pleasing all around, to buyer as well as to wearer. Tucking seems to be worked down to a fineness almost bordering onto the plain stitching on a material. The effect is striking, and, when used properly, is capable of giving some of the most charming effects ever seen on a waist. Hemstitching is slated for even a stronger run next year.

## EFFECTS.

The all-important query now is: "Will open-backs go next spring?" Bishop sleeves appeared mysteriously last year and upset many a knowing one's calculations, and there is many a waist-man on this account sceptical of the continuance of the present vogue. There is one thing certain, people are asking for the open-backs, and there is another, New York is showing them strong. Our own opinion is that they must be a strong feature of next Spring's range, but that there will be a numerous class that will not wear them. It is not everyone that can wear them in the first place, and secondly, they are an inconvenience to put on. Great elaboration of needlework is shown on the New York button-back waists. Some people predict a new sleeve for Spring, more convenient than the bishop.

Buttons of all descriptions play a prominent part in the Fall waist, both as an ornament and as an actual necessity. To end off straps, as a contrast, and as an ornament pure and simple. The fish-eye pearl seems to be in favor on good goods; cat's eye on medium, and crochet on the lower grades.

Not so much attention has been given to stocks this year as last; this will eventually become a separate article. Although one or two American manufacturers are supplying belts, still the trend is to make and sell a waist for a certain price, and with the popular-priced garment all accessories must be dispensed with. On the other hand, the waist that is the nearest to complete for the wearer will be found in the long run to give the greatest satisfaction.

For Spring several new cloths are being prepared. As a general rule they will, of course, be lighter in weight, both in silks and flannels. It is even likely that China silk may have a good run next spring. Some beautiful embroidery effects are being shown, and judging from the popularity of embroidery on flannels at the present day, these ought to be good property. Lighter-weight flannels, particularly with Persian effects in the printing, are also being imported. New wool and silk mixtures will be a feature.

## TRADE NOTES.

Mr. Mishkin, of the New York Silk Waist Manufacturing Co., spent a couple of weeks in New York during the past month.

Mr. J. Carrs, of The American Silk Waist Manufacturing Co., is spending a week in New York studying the American styles.

Stewart, Allen & LeMaistre report good orders in their waist department. Compliments on all sides pour in on this their first effort as a new firm in placing their Fall waists on the market. The originality of design is unprecedented, and the continuance is without doubt guaranteed by this young



## HOTELS FOR COMMERCIAL MEN.

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| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
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| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |

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Consisting of 126 Steamers Aggregating 450,000 Tons.

## BEAVER LINE

Regular Weekly Service between Montreal and Liverpool.

| From Liverpool. | STEAMERS.            | From Montreal.  |
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| Tues., Sept. 24 | LAKE MANITOBA (New)  | Friday, Oct. 11 |
| " Oct. 1        | LAKE ONTARIO         | " " 18          |
| " " 8           | LAKE CHAMPLAIN (New) | " " 25          |
| " " 15          | LAKE MEGANTIC        | " Nov. 1        |
| " " 22          | LAKE SIMCOE (New)    | " " 8           |
| " " 29          | LAKE MANITOBA (New)  | " " 15          |
| " Nov. 5        | LAKE ONTARIO         | " " 22          |

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

FIRST CABIN—Single, \$17.50 and upwards. Round Trip, \$90.00 and upwards.  
SECOND CABIN—Single, \$35 and upwards. Round Trip, \$68.88 and upwards.  
According to steamer, location and number of persons in room.  
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

ELDER, DEMPSTER &amp; CO., 6 St. Sacrament St., Montreal.

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**COLLAR**  
**CANVAS**  
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OUR REGISTERED TRADE MARK



This is the season . . For Flannel Waists  
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Silk  
Satin  
Velvet  
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Taffeta  
Cashmere  
Sateen  
Flannel

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NEW YORK SILK  
WAIST MFG. CO.,

10 ST. HELEN ST.,

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**Silverware**  
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**Specialties**

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**Reliable**  
**Silk**  
**Waists**

American Silk Waist Mfg. Co.

MONTREAL.

THIS IS OUR TRADE MARK



ATTACHED TO EVERY WAIST.



## JAPANESE SILKS.

and energetic firm. P. M. LeMaistre writes from New York and reports that he is making good progress with his Christmas designs, and will have them ready in plenty time for early November delivery.

J. Backrack, the representative of The American Silk Waist Manufacturing Co., is now on the road with new samples, in addition to his large range of samples for the Fall season.

The New York Silk Waist Manufacturing Co. are preparing to get out some new cloths for the Spring. They have already picked on a wool and silk louisine that will be light in weight, serviceable and rich in appearance.

P. M. LeMaistre, of Stewart, Allen & LeMaistre, is spending two or three weeks working with eastern as well as western designers in New York on waists for the coming Christmas trade, and reports that he will have some elaborate effects in silks, etc., as yet unproduced in any market.

The coming season is more than likely to emphasize points in waists already sparingly shown late in past season, rather than to introduce many radical changes. The open back in the blouse will be a very strong feature, with a generous use of insertion and lace in body and sleeves. The greatest change will be in the collar, which will be mostly of a soft nature and attached to the garment which avoids the stiffness so apparent of late. One of the most exclusive lines is shown by Boulter & Stewart, who have prepared nearly 200 designs for the Spring of 1902.

Japan taffeta is the line in which most of the Spring business in silks is being done. These goods are usually taken in 20 and 23 inch widths for trimming and for blouse silks. The manufacturing trade use 27 and 36 inch goods for blouse silks. Habutai foulards are very popular. I saw a fine display of these goods in K. Ishikawa & Co.'s. The silks are manufactured in Japan and printed in Lyons, France. The designs shown, by the way, were all exclusive. Ladies' ties were shown in 100 different patterns. String ties have been added to the stock, which now includes plain habutai, twilled silk satin, printed foulard, corded silk, washable kaiki, Japan cotton crepe, etc., prices ranging from 50c. to \$3 per dozen. They are introducing a new line of Japanese kimonos. These are fancy dressing sacques of oriental style, and have become popular among London and New York ladies. They are manufactured in the Ishikawa factory at Yokohama, which has an enviable reputation for turning out goods of the highest class and best value.

Silk has an upward tendency for the past three months. It is now higher by 20 per cent. than Spring prices, and the poor crop of silk cocoons in Europe and Asia is likely to bring on a steady advance till the next crop. Orders should be placed as early as possible.

The Spring orders for Japanese and Chinese mattings are coming in most satisfactorily. The market is steady, and holds to the high prices which have prevailed since January of this year. Some new things in low lines of Chikugos are shown along with the other lines that are good value.

## REPORTER WANTED.

A BRIGHT young man, full of ideas, one who has had experience in a general store preferred, is wanted to assist the commercial editor of a newspaper, as a market reporter and assistant editor. Apply, stating experience, wages expected, etc.,

Box 64, DRY GOODS REVIEW,  
TORONTO.

## CARPET FELT.

The trade are not slow to speak of the quality of our Carpet Felts—and prices have their influence. These are particulars:

Carpet Felt, 31 inches wide, 16 ozs. to the yard, 53 yards to the roll, each yard stamped, per ton, \$36.  
Carpet Felt, 36 inches wide, 20 ozs. to the yard, 53 yards to the roll, each yard stamped, per ton, \$38.  
Carpet Felt, corrugated, 36 inches wide, 16 ozs. to the yard, 53 yards to the roll, each yard stamped, per ton, \$40.

Letter Orders always have very careful attention, and all goods are shipped promptly.

CANADA PAPER CO., Limited,  
TORONTO and MONTREAL.

## HATS AND FURS.

Our range for Fall and Winter Seasons is ready for your inspection. Our representatives, who are now on the road, will take pleasure in calling upon you. Should they inadvertently fail to do so, a line to our Letter Order Department will receive prompt attention. We extend to you a cordial invitation to visit our warehouse, should you have occasion to visit Montreal, where a complete assortment can be seen.

**EDGAR, CORISTINE & CO.,**  
**MONTREAL**

Successors to Greene & Sons Co., 517-519-521 St. Paul St., Montreal.







## The Fancy Goods Trade.

THE season is at hand for a good trade with the fancy goods department, and there are some nice novelties in the hands of Canadian importers, of whom speedy shipments may be had.

### NEW CATALOGUE.

The Fall and Christmas catalogue which Nerlich & Co. have recently issued should be in the hands of all dealers who want to do a good holiday trade, for it contains a great many novelties that cannot be found catalogued elsewhere. It is an elaborate production containing over 150 pages, profusely illustrated with cuts of the various goods, some in colors. An index at the back makes it easy to find any article desired, and, when found, the price and a full description is given. A slip is included giving the terms of trade discount. It would be impossible to give any idea of the immense assortment of goods suitable for the Christmas trade to be found in this catalogue. For mail-order purposes it will be found a valuable reference list.

### NEW DECORATIVE IDEAS IN LAMPS.

New ideas in lamps show shapes not quite so squatty as they have been, nor so tall as the banquet lamps. Green bronze, such as we see in antique lamps, is especially fashionable, a vase shaped oil reservoir of this material being very handsome. Antique styles in brass, copper or terra cotta, modeled after Roman, Grecian or Egyptian lamps, enjoy special favor. Highly decorated porcelain seems less cared for. Very beautiful shades are seen in novel effects of iridescent glass. The Empress shades of delicate wall paper or glazed French chintz, finished at top and bottom with a close ruche, retain favor, especially in delicate shades of green, pink, or yellow, with white. The globe shades always remain in fashion, but they are rather more subdued in coloring, and not quite so large as with the low squatty lamps.—American Carpet and Upholstery Journal.

### SPORTING AND CHRISTMAS GOODS.

Fall sporting goods will soon be on the move, and dealers who are looking out for the best stock can get Canadian-made goods that will equal anything. The "Victor" brand, for instance, is the product of a Toronto firm, The Fancy Goods Co. of Canada, who put this trade mark on all the sporting goods they manufacture, and it has now become the sign of a well-made article. Footballs, Rugby and Association, punching bags, basketballs, boxing gloves, hockey goods, etc., are all made with this brand on them, and sporting men will take a "Victor" in preference to anything else. Every imaginable article for sport can be found here, making it unnecessary to give small orders to different places.

I looked through their toy department the other day, and tried to find out something in this line that wasn't there. But I failed, and so would any dealer going through it. Dolls of all descriptions, sizes and prices, and representing all nationalities, stuffed animals, mechanical toys in iron, tin and other metals, toy pistols, sail boats, men-of-war (on wheels), soldiers, buglers, etc., were arrayed on the tables and along the shelves in endless variety and unlimited quantity.

Games are given a department by themselves, they are so numerous. It would be impossible to give any idea of them, but many new ones were there besides all the old favorites, like checkers, chess, dominoes, etc., that always have entertained and always will.

Picture books were shown me from 1c. up. A B C books, animal picture books, series of Mother Goose, Mother Hubbard, Cock Robin and other famous ones, besides some very good children's books, may be seen in great variety. The Fancy Goods Company are indeed well prepared for Christmas.

While speaking of this company, it will not do to forget their catalogue—one of the best and most complete in the trade, giving cuts of almost all the goods, descriptions, sizes, prices and all. This is being sent to any dealer asking for one. Their address is 50 Yonge street, Toronto.

In this catalogue, which should prove invaluable as a ready reference to order by, there are goods for all persons of all ages. Razors, hairpins and school pencil boxes rub shoulders with perfumes, pipes and teething rings. And combs, spectacles, purses, thimbles, musical instruments, etc., are only a few more of the hundreds of smallwares that are enumerated in it.

The chinaware is in another department. For the Christmas trade many selling novelties will be found in fancy plates, presentation cups and saucers, salad or berry sets, children's mugs, etc. Vases and ornaments are, of course, included, and make a long list by themselves.

### FLAGS.

Flags are being sold in great numbers just now. John Macdonald & Co. are showing a range of stick flags, Union Jacks, all sizes, at special quotations.

### NEW STORE AT CRAPAUD.

McLean & Cameron, of Crapaud, P.E.I., have moved into their new store which, with its plate glass front is 30x60 feet, giving a floor space of 120x30 ft. The interior finish is modern, the counters being of natural wood with plate-glass tops. In all there will be 130 ft. of counter space above and below. The centre counter is 25 ft. in length, fitted with drawers below and three tiers of shelves above, the latter being devoted entirely to fancy goods. On the right hand side as the customer enters is the dress goods department; next the general dry goods department and in the rear the boots and shoes. At the rear a substantial staircase leads to the second flat where will be found the millinery rooms, the ladies' ready-made garment department, men's ready-made clothing department, carpet department, etc. Descending the stairs to the ground floor you enter the office, 12 by 15 feet, which is on the northwest corner. It is finished in ash and birch with plate glass division between it and the grocery department. Coming toward the front on the left hand side the grocery department occupies about 16 feet of space. The remainder on that side is devoted entirely to shelf hardware.

While the new building affords such increased accommodation, the old one on the west side has not been discarded, and will be used as a furniture, crockeryware, and wall paper department, etc., affording a floor space of 25x40 ft. The upstairs will be used for farming tools.

The clothing business lately carried on in Fredericton by the Montreal assignees of a bankrupt stock has been purchased by C. Rich, of Chatham, who will carry on the business more vigorously than ever before.

# Convenience in Ordering

is what all customers of "The Drummer" experience. The catalogue fully illustrates and faithfully describes the most complete line of **Fall and Holiday Goods** ever offered to Canadian dealers.

Dolls  
Toys  
Games  
Chinaware  
Vases  
Ornaments  
Water Sets  
Presentation  
Goods  
Leather Cases  
with Ebony Fittings,  
Sterling Mounted.  
Celluloid  
Cases  
Glass Toilets  
Work Baskets  
Albums  
Photo Frames  
Novelties



Reduced Facsimile of Catalogue Cover.

**VICTOR**  
~~~~~

Football
Basket Ball
Hockey Goods
Punching Bags
Boxing Gloves
Health
Exercisers
Training Outfits
Air Guns
Flags
Celebration
Goods
Sleighs
Woodenware
Musical Goods
Druggists'
Sundries
Smokers' Goods
Purses
Evening Fans
Smallwares
Stationery
Cutlery

**Victor
Sporting**

Made to suit the players.



**Goods
for Fall.**

Prices that yield good profit to dealers.

If You have not received "The Drummer,"
it is yours for the asking.

The Fancy Goods Company of Canada, Limited

50 Yonge Street, and
6 Wellington Street West, **TORONTO, CANADA.**

Dress Trimmings and Accessories.

LACES.—During the past month the wholesale houses report that laces have been somewhat slower than in August. Retailers, however, have found trading good, and once their stock begins to be depleted the wholesale houses may expect a revival of demand, for laces are certainly high in ladies' favor. Galloons are quite strong, nets are taken to some extent, all-overs are moving rather freely, and the better class of trade find that the net robes adorned with applique lace and metallic spangles are taking well. All kinds of lace is good property, but valenciennes are the staple and plauens are leaders. The heavy plauen guipures, black, white and ecru, are the leaders in fashionable goods, and, moreover, the tendency is that these heavy laces will be in extraordinary demand next season. Novelties appearing at the present time would indicate as much. Lace is slated for the biggest run it ever had next Spring and Summer. Whole costumes will be made of beautiful, printed zephyrs, dimities and organdies, and the use of lace will be immensely accentuated in insertions, edgings, all-overs and appliques. Lace collars and boleros are still found to be good sellers in popular-priced goods.

Many cloths with lace insertions are now appearing, so far has the lace idea gone. Blouse silks, tucked or hemstitched with lace insertions, are appearing for immediate wear, while the idea is being carried much further for Spring. The new linen shade only grows in popularity.

Neckwear.—There are many forms of neckwear on the market for Fall wear. The leading form is probably the chiffon or maline ruffs trimmed in divers ways and shown in different colors. We have also seen some nice ranges of imitation far ruffs, goods that one can hardly distinguish from the real article. They come in white and black china lamb, black angora, mink, grey fox, ermine and black and brown bear. Some collarettes are also shown. They are nicely lined with satin, provided with a clasp, and make highly stylish goods. The retail price runs all the way from 50c. to \$4 apiece.

Ribbons.—Taken as a whole, ribbons are rather quiet, yet in spots they are active. Narrow velvet ribbons are one of the most active lines a drygoodsman has just now and their shipment still continues from first hands. The big demand that came upon the wholesalers some weeks ago from manufacturer and retailer made goods remarkably scarce, but stocks have been pretty well filled up again. Taffeta neck ribbons from 40 to ligne are also selling well in all fashionable colors. To give a more suitable article for neckwear we notice that one firm has procured a stock of uncrushable China silk that they are recommending for the purpose.

Buttons.—Small buttons are all the rage, and but small stocks of pearl, gold or silver buttons are to be found. They are being used very extensively by waist manufacturers in the factory, dressmaking establishments and the home, both for ornamentation and use.

Whitewear.—Wholesale houses have placed their samples of new Spring whitewear into their travellers' hands, and are now taking orders. Styles do not show much change. There is, perhaps, more honiton lace in use, both as edgings and insertions, but, as yet, embroidery holds the primary position

as a whitewear decoration. There is a good deal of baby ribbon employed as an ornamentation this year, particularly on the chemises, giving a nice effect under the transparent Summer materials.

Handkerchiefs.—A big trade has already commenced from wholesale hands in handkerchiefs, and from all indications this will be the biggest handkerchief Fall that we have yet had. There is nothing particularly new shown in styles, from the bright red for the Indians to the elaborate lace handkerchief for the tenderest nosed lady. Staple goods are best sellers, and already wholesale buyers that had laid in good stocks are repeating orders on some of their special lines.

Travellers are also showing Spring ranges of pillowshams, runners, bureau covers and such goods, meeting with fair success.

NOTES IN THE TRADE.

Kyle, Cheesbrough & Co. are showing a fine range of American cushion top novelties, fancy lithographic productions. The styles are original and dealers ought to find them good property as Christmas sellers. This firm are also showing a new belt, with a patent adjustable buckle, devised to preserve the shape of the belt and dispense with the use of eyelets. In addition they have a new range of hair ornaments, roll combs and barettes.

The Gault Brothers Co., Limited, are showing a big job in plaid shawl rugs.

In their ladies' trimmings department Gault Brothers are showing some special lines. They have a wide range of veilings for Spring. Anyone wanting dress trimmings will be sure to find what they want in their stock. They are putting them in short lengths, 4 selected patterns to the box. Their lace collar stock has not nearly been depleted yet.

In about three weeks Kyle, Cheesbrough & Co.'s travellers will be showing a splendid range of Spring dress goods. The market has been very low and this firm have been fortunate in buying their woollen fabrics at the proper moment.

S. Greenshields, Son & Co. have received a clearing-up line of flannellette wrappers which can be retailed at \$1.

Brophy, Cains & Co. are showing a large range of travelling rugs. Their reversible goods in varied checks, suitable to be made up into golf capes, are particularly catchy stuff.

One of the leading features of the parasol trade during the past month was a special line of Dresden china handles, with paragon frame and mercerized cotton for the fabric. They are advertised by Brophy, Cains & Co. at a price below the legitimate cost of the handles, which are very artistic.

Brophy, Cains & Co. have just put into stock a range of China silk, tucked and also with lace insertion suitable for all-overs. They are put up in 9-yard ends, and can be retailed at 75c. to \$2 per yard.

In the big season that is being anticipated in tuque sets, Gault Brothers Co., Limited, mean to fully sustain their reputation. They are now showing a nice range of tucques, sashes and mitts, neatly done up one set to a box.

Christmas handkerchiefs are now a big feature of Gault Brother's smallwares department. A beautiful range of embroidered handkerchiefs is shown, while lace edged and hemstitched are well to the fore. Boxed handkerchiefs are a very special line.

Cheviots, homespuns and friezes are the fast-moving lines in dress goods. Venetian amazon cloths are in demand. They may be had in all colors, to retail from 50c. up. Black and navy cheviots, to retail from 50c. up, are a line that Wyld-Darling Co. are doing well on. They are showing some

special values in serges, in black and colors, all wool, to retail at 25c. The selling colors in dress goods are navy blues, black, browns and all shades of greys. Navy blues are, perhaps, the best.

In buckles, the newest thing, and one of the prettiest, is the "Poster," which retails for 25c. up. It is made in gold and oxydized metal, with turquoise setting or with no stones at all. A new line of folded beltings is being picked up very quickly. I went to see some in Phillips & Wrinch's which had some six or eight folds, that were very good value to retail for 25c. per yard. They are in all colors, black being particularly good. A patriotic brooch and hatpin is shown with the letters "E.R." on a maple leaf design, which is going to take well. It retails for 15c. The "Never-soil" collar button, with its celluloid shank and back, well deserves its name, and is being found to be just what has been wanted for a long time to save the linen. In leather belts, patent leathers still lead. There is a tendency to seal grains noticed. The "Cushion Grip" hose supporter still continues to sell in large quantities. And so does the "Gem" belt holder, which is so useful to prevent the waist from tearing. Sash pin buckles and sash pins for the back of the skirt are shown in some very pretty designs, containing imitation stone settings.

The sorting month of October is now on, and the small-ware departments are the busiest. The best-selling lines in The W. R. Brock Co.'s smallware department include gloves, hosiery and underwear, for which they never had a heavier demand. Knitted wool goods are also much in demand, particularly honeycombs and fancy knit shawls. They are showing these in all prices and styles, and also big ranges in wool fascinators, hoods, toques, tams, clouds, infants, bootees, sashes, etc. They are experiencing an increased call for handkerchiefs. This is likely for the Christmas trade, as there is nothing more acceptable as a gift. Hemstitched and initialed Japanese silk handkerchiefs, brocaded silk, hemstitched linen and cambric, hemmed linen and cambric, embroidered and lace trimmed, pictured goods, and others with sentimental mottoes are all going well. Two specials in hosiery are "Snaps" A and B, to retail at 25 and 35c. per pair. They are ribbed, black cashmere goods, put up in assortments of 8½ and 9½, assorted ribs and qualities, to the dozen. Cold weather is bringing a demand for sweaters. The range in these runs from 50c. to \$3 each retail. One leader is in boys' size, 24 and 32 inches, cardinal or navy, all wool, and retails for 50c. Fleeced underwear, which is very active, includes "Dundonnies" and "Kitchener," unequalled for value. Men's goods are shown to retail for 50 and 75c. Flannelette embroidery is being much used for various kinds of trimmings.

John Macdonald & Co. report that plain cloths in dress goods are the leading materials at present. Camelhair effects and amazons are the correct textures for tailor-made costumes, and the most popular colors are dark greys, navys and blacks. They find a big demand for navy and black serges, and also a demand again springing up for fancy black goods in small patterns. Orders for ready-to-wear goods, such as underskirts, overskirts, blouses, dressing sacques and flannelette underwear are very large; in fact, so great that their factories have been running overtime. For neckwear, the most popular goods are taffeta and duchesse satin ribbons. There is also a great demand for colored, black and white taffeta silk. Velvet ribbons are having a great run, being used largely for dress trimmings. Velvetens have never had such a promising future for dresses, blouses

and trimmings as they have at present. In fancy wool-knitted goods, including caps, hats, hoods, toques, mitts, fascinators and shawls, business is large and very satisfactory. The increase in their sales of hosiery is passing their most sanguine expectations. They are constantly adding to their stock of fast-selling numbers in Canadian plain and ribbed wool and worsted hose and imported plain and cashmere hose in all sizes of women's, misses' and children's hoses. Also a big assortment of women's, misses' and children's underwear. They are showing the largest assortment in ladies', misses' and children's ringwood and cashmere gloves, of the best value they have ever offered to the trade.

The W. R. Brock Company, Limited, Montreal, have just placed in stock a complete range of holland aprons, \$1.80 to \$4 per doz., every line wonderful value. Some pretty French flannel blouses are selling quickly. They have just received a stock of tan cashmere hose in plain and ribbed. These are very scarce and much in demand.

The W. R. Brock Company, Limited, Montreal, have just received another lot of cashmere gloves with dome fasteners, a leader at \$2.25 in black, white, tan, navys and slates; also \$2.75 and \$4 in black. This firm are showing the "Floradora" comb, which is the latest and best. They have a full range of black velvet ribbons in satin and cotton backs; also taffeta ribbon, No. 40, all of which are somewhat scarce articles.

The W. R. Brock Company, Limited, Montreal, have a very large range of French opera flannels, both plain and fancy, the correct thing for blouses. They are showing the celebrated "Sunbeam" velveteens in all colors, black velveteens at all prices, and also 27-inch velveteen, which is greatly used for costumes.

A HAT FIRM'S REPORT.

Edgar, Coristine & Co., Montreal, whose travellers are now out showing Spring samples, have made special efforts to secure the nicest goods in the English and American markets. The styles are right up to the times, and the qualities were certainly never better. In stiff hats they are showing many beautiful blocks, the very nicest shapes only being carried, and the hat trade will appreciate the excellent showing in this department. In addition, a handsome line of Kingsley's lightweight soft fur hats are carried, together with a big range of solid values in staple goods.

The firm's immense trade in ladies' sailors is the result of showing exclusive designs, the full range of samples, from the largest maker in the world, being in their hands. The goods this season will well deserve the careful consideration of live business people, being beautiful in straw effects and very natty in shapes.

A business change of considerable interest to the trade took place the first of the month, when Mr. W. H. Berkinshaw, for a number of years a popular commercial traveller, entered partnership with Hamilton & Co., the well-known manufacturers of shirts, collars, cuffs, etc. It is the intention of the firm to extend the business by adding a new department for the manufacture of overalls, smocks, etc. Both gentlemen have had a long experience in the wants of the retail trade and will doubtless do well in their new venture. Their advertisement on page 106 will be found of interest to dealers in men's furnishings.



THE WOOL SALES.

MONTREAL AND TORONTO, OCT. 1.

THE wool sales are now going on in London, and will not close until October 10th. Cabled reports so far indicate that on high grades of merino wools prices show an upward tendency, and in other respects no great change is expected. That wool, and woollen fabrics made from the better class of wool, have reached the bottom is considered a safe prediction by those entitled to speak on the subject.

THE COTTON MARKET.

Canadian buyers just returned from Great Britain admit that there is considerable uncertainty in the cotton market, but manufacturers are busy, and there seems no reason why trade should not steadily improve. As far as prints are concerned, British prices are lower and the general impression is that the formation last year of the Calico Printers' Association had an effect not altogether good, because it forced prices up really higher than there was any warrant for. This year prices are considered to be on a more normal level.

In Canada the conditions have been sympathetic with those in Great Britain, so that last year we had probably higher prices than the conditions warranted, and this year we are down to a natural level.

The linen trade, so buyers report, is still greatly disturbed by the interruption of their American business. It is generally believed that, despite their protective tariff put on for the purpose of manufacturing linens, the Americans cannot do more than turn out union goods, and when their stocks get low they will come into the market again for high-class linens. Meantime the trade is interrupted and the high price of flax is making things very difficult for British linen manufacturers.

Canadian prints are quoted lower for Spring in several lines. This is partly due to the lower prices of English prints, samples of which for Spring are now being shown, and also to competition between the Canadian mills.

CANADIAN GINGHAMS, SPRING 1902 LIST.

202.....	6 3/4	215.....	11 3/4
203.....	6 3/4	216.....	11 3/4
204.....	8	217.....	11 3/4
205.....	8	218.....	11 3/4
206.....	10	219.....	13
207.....	10	220.....	11 3/4
208.....	10	221.....	14 3/4
209.....	10	222.....	18 3/4
210.....	10	221.....	36
211.....	11	225.....	36
212.....	11 1/4	Lawn 230.....	7
213.....	11 3/4	Chambray 95.....	10
214.....	11 3/4		

COLONIAL CO.'S SPRING 1902 LIST.

Prints—		Kitchener tweed—	
L.P. 24 1/2-in.....	4 1/2	26 in.....	9
M.P. 28-in.....	7 1/2	Drills—	
H.P. 31-32-in.....	8	Heavy 31 32 in.....	12
C.C. 30-in.....	9 3/4	Twills—	
M.K. 32-in. extra heavy navy		87 black and white, and navy	
print.....	10	and white, 32 ins.....	10
Ducks—		Muslin	
28-in. navy and white, black		35 in. fancy blouse muslin..	8
and white.....	9 3/4	Flannels—	
Sateens—		A.A. 27-28 in.....	8
Fancy dress sateen 30-31 in..	12	B.B. 28-29 in.....	8

MAGOG, SPRING 1902 LIST.

H print.....	4 7/8	Sateen cretonnes.....	15
No. 1 ".....	5 3/4	Art muslin.....	5
No. 2 ".....	7 1/2	Corded muslin.....	9 1/2
HHH.....	8	A45 foulard.....	10
AAA aniline.....	8	M5 lustrins.....	12 1/2
C print.....	9 3/4	Taffeta foulard.....	12 1/2
SC indigo.....	8	Best taffeta foulard.....	13 1/2
XXX.....	10	No. 11 sleeve lining.....	8 net
DC ".....	10	" 22 " ".....	9
GC ".....	12	" 33 " ".....	10 1/2
NN sateen.....	10	" 44 " ".....	12 1/2
A duck.....	8	" 22X ".....	10
AA ".....	10	" 22 embossed.....	12
C ".....	11	" OC.....	12
H twill.....	11	" OC embossed.....	13 1/2
Durban drill.....	9 3/4	Coat linings.....	10 1/2
XXX skirting.....	10	60 drill.....	9 net
Moreen ".....	10	70 ".....	11
Magor tweed.....	9	80 ".....	12 1/2
Ladas tweeds.....	10	90 ".....	14
Heavy mole.....	15	M1 print.....	7 net
Extra heavy mole.....	18 1/2	G 38.....	8
NF Salisburys.....	8	M2.....	8 3/4
Summer suitings.....	8	M3.....	9 1/2
NF reversibles.....	8	M4.....	8
NB suitings.....	8	AFA.....	6
Twill cretonnes.....	7 1/2	Seaforth tweeds.....	9
Cape ".....	6 1/2	Duchess apron, 36 in.....	10
Oatmeal ".....	9	Flags.....	4 1/2 net
" ".....	10		

ITEMS FROM THE STAPLE DEPARTMENTS.

The Montreal house of The W. R. Brock Co. report a new shipment of their crashes, "Shamrock," "Strathcona" and "Russia." Jobs in imported printed wrapperettes are quoted at clearing prices. Another shipment of No. 200 grey cotton, to retail at 5c., is reported.

Active demand exists for fancy linens, comprising 5-o'clock tea covers, tray cloths, pillow shams, etc. The demand for handkerchiefs for the Christmas trade is much larger than at this time last year. Some late novelties are shown in these in Irish and Swiss goods, with lace and embroidered edges by Wyld-Darling Co. Hemstitched and plain linen table covers, with napkins to match, are selling freely. A large trade has been done in bleached and unbleached tablings sold at old figures.

Notwithstanding the stiffness of the flax market, The W. R. Brock Co., Toronto, happened upon a man overstocked and secured five numbers to offer at old prices. They will prove interesting to anyone wanting a few canvasses. They consist of two lines of heavy black, one at 9c. and one at 10c.; two of heavy natural at the same price and one fine natural at 10c. These five are fully 20 per cent. below other numbers of the stock. P113 is a bleached table linen offered at 27 1/2c., being 10c. per yard less than the former price, of which they have just secured an odd lot. B8X is a 20 x 40 fringed huck towel, a good firm cloth, and fine, to retail at 25c. per pair as a leader.

Flannels, I am told by Wyld-Darling Co., are selling better than they have for some seasons. But, perhaps, this is due to their having some special values in them. There are also good values in two ranges of wrapperettes, to retail at 10 and 12 1/2c. Wool lap rugs are now in order. They go best in neat checks and plaids. Four special numbers in flannelettes I must mention. They are just in stock, imported from England, in fine goods and choice patterns. Sateens are also shown for this purpose in an immense range and at many prices.

The following specials are quoted by The W. R. Brock Co., Toronto: No. 180, a yard-wide flannelette, 20 designs, a good heavy cloth, retail at 10c.; E, a 30 in. plain saxony flannelette in pink, cardinal, sky, white and cream, plush finish, nice weight, to retail at the same price; 270, a clearing line of extra heavy loch lommads made to wholesale at 14 1/2c., but not a success, the price being too high, secured about 300 pieces, now offered at 12c. as long as they last. Three lines of American cream shakers are shown, soft as a piece of down and are branded "Yankee," "Iowa" and "Kentucky," to retail respectively at 10c., 12 1/2c. and 15c.

SUCCESSFUL SIMCOE STORES.

IN the course of an article writing up the merchants of the town of Simcoe, The Simcoe Reformer alludes to several firms well known to readers of "The Dry Goods Review." Much of the information is quite interesting.

Beginning with S. M. Sovereign, The Reformer says:

"Mr. Sovereign's place of business is the oldest in the county in that line, and one of the best known houses in Simcoe. He enjoys one of the best dry goods trades of the place. He makes a specialty of fine dress goods, men's furnishings, millinery, children's clothing, ladies' mantles, jackets and furs, men's suits, etc. In carpets and house furnishings he has a full range. In dry goods generally it is a well-known fact that Mr. Sovereign leads the trade here. People in Simcoe and throughout the country know that they can get the latest imported fabrics; the latest style at Mr. Sovereign's, Simcoe, and at prices that have made his store a worthy competitor with the largest houses of the Province. His success in catering to the requirements of the trade entitles him to the proud distinction of being a leader in these lines. His millinery trade is the most extensive west of Toronto, and he tells us that each season's business shows a wonderful increase on the former. His carpet department is also very extensive and includes everything from the best Brussels to union. The amount of energy and enterprise shown by the head of this firm augurs well for a further increased patronage. And the beauty of it all is, that there is no fault-finding as regards business at the big dry goods store, Norfolk street, Simcoe. They are always kept busy there."

"L. J. Potts, 'The Hub,' keeps one of the best selected, most complete and fashionable stocks of ready-made clothing, men's furnishings, fashionable hats and caps, of any store in Simcoe. All the latest Canadian and American makes. Mr. Potts, the energetic proprietor of 'The Hub,' is a hustler, and knowing his trade thoroughly, he buys to suit it. If you want the 'correct thing' in ties, in hats, or in anything in the line of men's furnishings, or ready-made clothing for children or men, give 'The Hub' a call. The largest stock and the newest styles in town. In hats he excels and you can always depend upon getting the very latest, in both English and American makes. Be sure you call at 'The Hub' when you want anything in the men's furnishing line. Mr. Potts is putting in a full stock of fine furs for ladies' wear, consisting of the latest ideas. Coats, sacques, caperines, collarettes, ruffs, muffs, etc. And as he has no extra expense to sell these goods, no fancy prices will be asked."

"Northway, Anderson & Falls. This firm undoubtedly does the largest retail business of any store outside of Toronto. They control large stores at Tilsonburg, Orillia, St. Thomas, Chatham and Ridgetown. The surprising growth in every direction is the result of far-sighted energy and liberal treatment accorded its customers by every branch of this big concern. Their buyer visits Europe every six months to make purchases for the various stores. They buy largely from manufacturers both in our own and other countries. The advantage of this connection to this firm is very great, as it puts them practically on a whole sale basis. They seem to realize that it is a wise thing to share this important prize service with their customers, and careful buyers should investigate the special values they constantly offer the public. No one who has visited their store at Simcoe could fail to be struck with its bustling activity, the steady stream of contented customers ever

coming and going through its many departments, its large and tastefully selected stock, up-to-date methods and the courtesy and attentiveness of its employees. Simcoe shoppers may well be proud of this popular store, representing as it does, the energy and push of the Simcoe people."

"F. Stevenson conducts one of the leading merchant tailoring businesses in this district. He is a thorough, practical tailor and cutter with an experience of some 22 years in the business, most of which has been spent with fine city trades. His work needs no commendation in this town and vicinity, as he has established himself a cutter of high merit. He devotes himself exclusively to men's high class ordered clothing, and for this season he is showing a very large stock of the latest materials for men's wear. Although his work is as artistic and distinctive as high class tailoring can be, his prices are lower than those for which you can secure goods elsewhere. The wearing quality of Stevenson's clothes is too well known to need any mention. Remember it is Stevenson, the merchant tailor, Mather Block, Simcoe."

"Everyone who has ever visited Simcoe goes away with the impression that it is one of the busiest and best towns on the map, as it undoubtedly is. The stores are bright and busylife, and there is an appearance about them that creates the impression that they are occupied by live business men. Mr. J. T. Mitchell is an extensive dealer in staple and fancy dry goods, millinery, ready-made clothing, etc. In the interior of his store the impression of brightness is in no way disturbed. His stock is well selected and covers every branch of the ordinary retail trade. It includes staple dry goods, having one of the largest stocks in town. In fancy, high-class dress goods, all the newest shades are shown. In millinery, all the latest styles in vogue are to be seen and a thorough, practical milliner is in charge. In ladies' furnishings, hosiery, gloves, underwear, parasols, waists, corsets and notions, he carries a large assortment. The possession of a large trade generally, is shown by the fact that the stock which this firm handle contains the latest market ideas. It is the general verdict that the very reasonable prices at which goods are sold at Mitchell's has made his store a great shopping centre. While Mr. Mitchell has established an enviable reputation as a leading business man he has in season and out of season, been faithful in his devotion to the best interests of the town."

"R. Hodgson, merchant tailor, conducts one of the leading business establishments of the town. He has been engaged in business here for many years, during which time he has built up a successful and paying trade. His stock is complete and is well assorted and contains all the best lines of goods. If you want suits at right prices you should go there. He keeps a good stock of domestic and imported suitings of the best grade, such as worsteds, serges, meltons, chevots, Canadian, Scotch and English tweeds. See his stock and ascertain his prices before you buy. No misfits and no shoddy. Everything one price, and that a moderate one."

"Chas. G. Cross is another prominent business man here. Mr. Cross is a merchant tailor and carries a good stock of Canadian and imported suitings in chevots, worsteds, tweeds, etc. Mr. Cross is a very careful buyer and knows when to buy and what to buy to suit the taste of the people. Since establishing here, some eight years, he has worked up a splendid trade. His aim has always been to give thorough satisfaction as to the quality of his goods, the price he asks for the same, and to suit his patrons in the various styles required. When ordering your Fall suit be sure to give Chas. W. Cross a call. He is a practical cutter."

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ROOM
AT THE
TOP.**



**MANUFACTURING
... COMPANY.**

Manufacturers of

**WHITE AND COLORED SHIRTS,
MEN'S COLLARS AND CUFFS,
OVERALLS AND SMOCKS,
BOY'S, YOUNG MEN'S AND MEN'S TROUSERS.**

There are many points in connection with the fit and make of a garment that are acquired only by careful study. Our Shirt Cutter has studied the art, having spent a lifetime in the city of Shirt Factories, Troy, N. Y. We guarantee a perfect-fitting shirt.

NEW MANUFACTURING DEPARTMENT.—Under separate management is our new department, Overalls and Smocks, fitted with the most up-to-date machinery to guarantee strength of sewing so essential in the wearing of trousers, overalls and smocks.

Our representatives go on the road shortly, showing a large range of the latest novelties in Shirts, also the complete range from the new department. Buyers favouring them with a careful look at samples, will, we feel confident, place liberal orders.

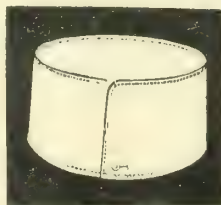
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41 Yonge Street,

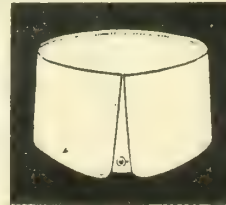
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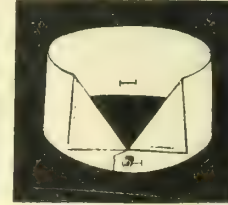
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ALSIEAD.



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Hamilton Cotton Co.

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We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

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NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans
of insurance, and is a prosperous and progressive
Canadian Company.

PROTECTION FOR YOUR FAMILY.

PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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HEAD OFFICE. - TORONTO.

BATTING

Guaranteed free from threads and other
weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than
ever. The best at the price. Made
of good pure cotton—not shoddy.

Ask for

North Star, Crescent
and Pearl Batting.

The Auer Gas Lamp

Money-Back Style.

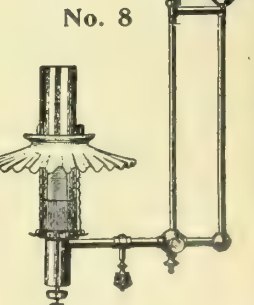
Makes its own Gas.

OUR No. 8 is the best all
around lamp on the market
for either the store or home.

IT IS FITTED with an up
and down adjuster so that
the burner can be lowered
two feet. You can hang it on
a hook or screw it up—we
supply a hook and a screw
plate with it.

IT GIVES a light of a 100
candle power and is a fine
lamp to show goods with.

THE COST of running it
is less than an oil lamp and
there is no smell or smoke
from it.



YOUR MONEY RE-
FUNDED IF YOU
ARE NOT PERFECT-
LY SATISFIED.

WRITE FOR OUR
CATALOG.

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To the Trade :

At This Season

of the year, when merchants are constantly assorting their stocks, we want to remind them that we make a specialty of the assorting trade. Every department is on the alert to have goods in stock that are in demand, and are constantly adding novelties, manufacturers' clearing lots and job lines as they appear in the market.

Letter Orders

placed with us receive the same careful attention as orders placed personally in our warehouses. Business in our Carpet and House-Furnishings Department is increasing rapidly. In Men's Furnishings and Haberdashery, notwithstanding the large increase of last year, sales are considerably ahead. Our

Registered Brands

in Dress Goods, Hosiery and Velveteens are adding greatly to the volume of business in these departments. The extent of our assortment in Woollens and Tailors' Trimmings, including the controlling interest we have in "Belwarp" Goods, is daily creating a larger demand for our goods. Our fame for Linen Goods, especially in Towellings and Tablings, has extended to every Village, Town and City

In Canada



John Macdonald & Co.

Wellington and Front Streets East

TORONTO



VOL. XI.

MONTREAL AND TORONTO, NOVEMBER, 1901.

No. 11.

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OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

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ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

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Factory:
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EVER-READY DRESS STAYS

PRE-EMINENT DRESS STAYS

ALL-RIGHT DRESS STAYS

ALPHA DRESS STAYS

These names are a guarantee of Quality

F. L. COPELAND & CO.

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THE EVER-READY DRESS STAY CO., Limited.

WINDSOR, ONT.

The name "Priestley" on Dress Goods
corresponds to Sterling Mark on Silver.

Unexcelled for Quality, Finish and Wear.
Merchants cannot afford to be without

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S. GREENSHIELDS, SON & CO., MONTREAL.

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ENLARGED PREMISES.

GREATER FACILITIES

Handkerchiefs, Linens, Christmas Trade Novelties.

LARGER ASSORTMENT THAN EVER.

BETTER VALUES THAN EVER.

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Swiss and Irish Embroidered.
Swiss and Irish Lace.
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Lawn, Linen and Silk Initial.
"Excelda," in Ladies' and Men's
Permanent Silk Finish.

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Carving Cloths, Tray Covers—Hemstitched
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D'Oylies—Battenburg, Applique and Damask.

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PRINTS
Etc.

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Gloves, Flannels, Wrapperettes,
Sheetings, Cottons and General
Dry Goods, Handkerchiefs
. . . of all kinds . . .

A FULL LINE OF SMALLWARES ALWAYS
... IN STOCK ...

SEE OUR

Scotch Knit Underwear, and Fleece
Shirts and Drawers for Men.

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"I GROW

OVER ALL"

FOR

Immediate
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Frieze, Black, Navy, Oxford, and Brown.
Raw edge, plain, scroll or strap trimmed.

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Cheviots, Oxford, and Light Grey.
New "saw-tooth" trimmed flaring flounce.

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Striped Flannels, the latest New York fad, in great
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Our Skirts fit perfectly and are correct as to style.

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we have a number of clearing
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many cases

Below Mill Prices.

It will be to your advantage to
visit our warehouse or see our
travellers' samples.

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Makers of the Celebrated Dacca Calicoes and Sheetings

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Heapey,
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Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks, Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

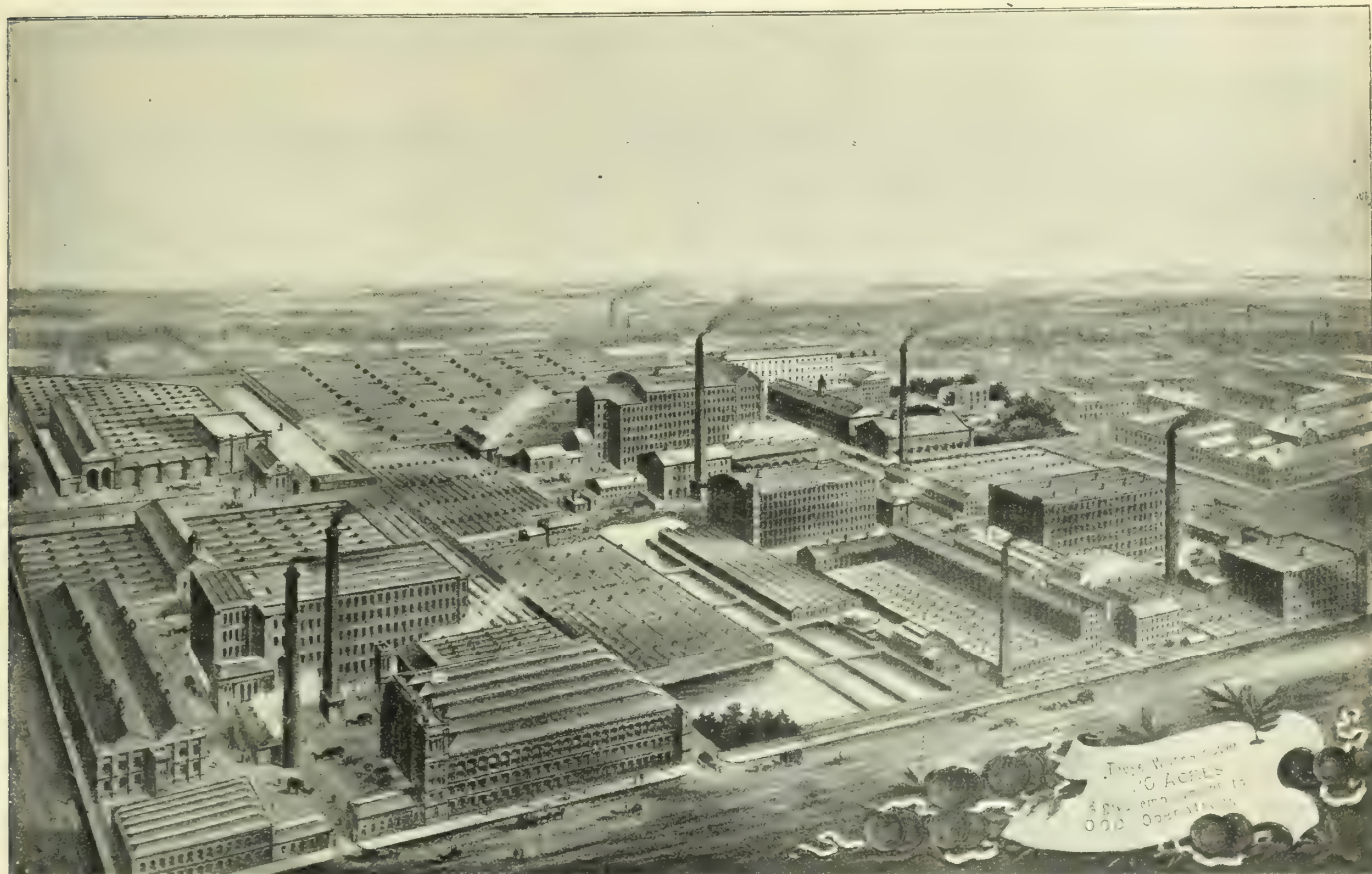
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Boys' Blouses and Sailor Suits

Umbrellas, Gloves

Horrockses, Crewdson & Co.

COTTON SPINNERS AND MANUFACTURERS. LIMITED



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

The Celebrated C.B. Corsets (Patented and Registered)

ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 Corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets
represent a
standard of
excellence to
which lesser-
known cor-
sets do not
pretend.



The many, if
unsuccessful,
imitations of
C.B. Corsets
form flatter-
ing testi-
mony to the
sterling merit
of the latter.



Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

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Ideal Stay Factory, Oldland Common, England.
Baystar Stay Factory, Landport, England.
Imperial Stay Factory, Portsea, England.
Star Factory, Londonderry, Ireland.
Flinders Lane, Melbourne, Australia.
Barrack Street, Sydney, Australia.
Wellesley Street East, Auckland, New Zealand.

SOLE AGENTS FOR CANADA:

J. Hird & Co.

232 McGill St.

MONTREAL.

A ROYAL FAREWELL

has been said and our illustrious visitors are gone. Another farewell will shortly be forced upon us as we shall soon be obliged to withdraw our peerless collection of Laces and Embroideries for Spring, 1902, though the truly **Royal** results in orders will remain with us. See them on the last round if you have not already done so. **It Will Pay You.**

We are also showing for Spring, 1902, **Blouses, Skirts, Underwear, Whitewear, Parasols and Dress Goods.**

Our Dress Goods collection contains only **Novelties**, right up-to-date stuff, and **Snaps**, the extraordinary value of which has been secured by special arrangements and through the large quantities purchased, etc. They will speak for themselves.

ASSORTING AND HOLIDAY TRADE

has been fully provided for by the complete replenishing of our stock and the addition of many novelties, and a full line of **Lace Curtains** in all qualities and prices.

"The Lace Warehouse of Canada."

Kyle, Cheesbrough & Co., 16 St. Helen St, Montreal

Novelties ! Novelties ! Novelties ! IN DRY GOODS.

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

Hitchcock, Williams & Co.

SIR G WILLIAMS

F. G. WILLIAMS

H. WILLIAMS

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WAREHOUSES

Canadian Representative...

Mr. Cawdell.

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.

43, 44, 45, 46, 49, 50 Paternoster Row.

1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

"Hibernia"

Hand  Made



"Sterling"

Lock  Stitch

UNDERWEAR

For Ladies and Children.

Baby-Linen

Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

CORSETS



"Alpine" Natural Underwear
for Ladies and Children.

FACTORIES—

London, Strabane, Londonderry.

128 London Wall

LONDON, E.C.

Catalogues supplied on application.





"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"

Points
about
the
"Excelda"
Handk'fs.

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.



Toronto.

CARPETS for SPRING 1902

Tapestry and Brussels

in bright floral effects and other new designs,
many of which are specially engaged.

Axminster
Velvet and
Wilton

All=Wool
Union and
Hemp

JAPANESE MATTINGS
FLOOR OIL CLOTHS and LINOLEUMS.

Samples of the largest stock ever shown by this
Department now on the road with our travellers.

THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, NOVEMBER, 1901.

No. 11.

OUR NEW YORK DRY GOODS LETTER.

Trade is Active—Retail Changes—Better Conditions in Cotton—Variety in Mantle Lengths—Waist Fashions—Trend of Styles in Millinery.

From our own correspondent.

NEW YORK, October 22, 1901.



BUSINESS in the dry goods field has been remarkably active during the month of October. The light early purchases for the Fall season were followed by duplicate orders of fair volume, in all constituting a very satisfactory showing for the season. Prosperous times throughout the country have told on the quality

of almost every item in the dry goods field, resulting in a higher average of prices and in general a better grade of goods than in any previous season. The late placing of orders has forced certain lines of manufacture to unusual efforts in order to keep pace with the urgent needs of retailers.

In the metropolitan retail field, favorable weather has stimulated a brisk demand for early Winter fabrics and garments, and the Fall season has opened auspiciously with the great majority of the city's dry goods establishments. The purchase of the business of Simpson, Crawford & Simpson by a syndicate of which Henry Siegel is the head is the nine days' wonder of the dry goods trade. The withdrawal of Mr. Siegel from the Siegel-Cooper Co. and his subsequent purchase have evoked no little comment and discussion as to the reason and the ultimate object of his move. It is generally thought that the move was one in the direction of holding the lower end of Sixth avenue as a retail thoroughfare. The uptown movement has not yet actually begun, but quite a few Sixth avenue firms have staked out their claims (to use a mining phrase), in the upper district. With a store on each side of the avenue and another to come (on the site of the present Macy establishment), the Siegel contingent will be well represented on the avenue.

COTTON MARKET FIRMER.

The cotton market has undergone a very marked change in the past few months. Dullness and stagnation have given way to activity and advancing prices. In every class of

cotton goods a marked improvement is noticeable. Despite threatened labor troubles in Fall River and adjacent territory, the cotton market remains undisturbed except by occasional intrusts of the speculative element. The print market has a firmer tone than it has had for many moons. The reopening of the China market has found an outlet for a large part of the output of the Southern mills. Such accumulations as there were have been absorbed and the market is fairly clear of large lots that might disturb values. Higher prices are predicted in some lines of manufactured goods, but there is no disposition to rush to cover by placing large advance contracts.

FANCY SILK FOR SPRING.

In the silk market, the demand has been unusually large and constant for taffeta and peau de soie. Black has been the great favorite, and colors occupied a more or less secondary place. Crepe de chine has also had a good run, and there is somewhat of a scarcity of peau de soie. In Spring purchases, fancy silks predominate—the staples will be left for later orders. Brocades are stronger than they have been in some time, especially warp print brocades in the finer grades. Chine and Jaspe silks have been liberally ordered, and are expected to grow in popularity. Printed liberties are also popular in a variety of weaves. The designs shown by American manufacturers are particularly handsome and rival the best of the imported, and are offered at much less prices. Chantung pongees are also in favor.

VELVET STILL RULES.

The craze for velvet and velveteens continues unabated. Waists, skirts and costumes of this material are very prominent in the theatre and public gatherings, and, apparently, all the disadvantages have been overlooked to give way to Dame Fashion. Velvet dress cords are particularly scarce, and the market is practically clear of them.

THE JACKET TRADE.

In the ready-to-wear garment field, the Raglan is king. It has been a season of diversified jacket lengths, the 27-inch, the 36-inch and the 42 inch lengths have all had their periods and are still in the race, but, for the balance of the season, it

looks as though the Raglan would have it all its own way. Cravenette and waterproofed materials have had a good run for this class of garments. Kerseys are the present favorites. The sale of tailor-made suits has not been as large as in some previous seasons, and they are not looked upon with much favor for the balance of the season. Manufacturers generally are closing out their lines at a small concession in price, but the retail trade are taking all that is offered. The sale of capes has been very limited. Plushes have been relegated to certain districts, and are in less favor than they have been for several years. Velours are better thought of, especially for automobiles. In the separate skirt field, there has been a well-sustained demand for taffeta and velvet skirts in the dress line, and the walking skirt for general outdoor wear.

WAISTS.

In waists, flannels are easily the leaders in the popular end, and are well represented in the higher grades. The designs most favored are rather more ornamented than last year, and, while plain waists have their admirers, the great bulk of the demand has drifted into the more elaborate creations. Pin tucks are used in every conceivable fashion on bosom, sleeves and collars and cuffs. Strappings of self material or silk or velvet are favored. Stitching and hem-stitching are also very prominent. Embroidered effects are freely used, especially on the "button-in-the back" styles, which give ample scope for this class of work. Corduroy waists have had a good run, and are still wanted. In the higher-priced lines, printed Persian effects in light shades are in the foreground. Taffeta waists have held their own remarkably well for the Fall season. The demand for evening waists has kept taffeta and peau de soie in their prominent positions, and holiday business is looked forward to to increase the sales of this class of garments.

WAISTS FOR SPRING.

Many Spring lines of waists are ready, but it is still too early to give any definite conclusions as to what is likely to have the call. The essential differences in style are likely to be more in detail than anything else. Deep cuffs finishing a pointed sleeve are the most prominent characteristics of the new models. A marked tendency toward very light and diaphanous materials is also noticeable.

There will be fewer "January" sales of muslin underwear than last year, according to present indications, although a large volume of business has been done in goods of the class usually handled in these sales. Spring lines of muslin underwear are on the road, and early sales indicate a preference for flat effects rather than an abundance of frills and ruffles. A liberal use of embroideries is also noted.

In gowns, there is remarked a better demand for the low neck models with elbow sleeves. The French corset cover still reigns supreme, though the models have been changed in detail, some going to the waist line and others below. In white skirts, a novelty in the high-class lines is the "skeleton" skirt made of strips of material and intended primarily to avoid fullness at the hips. Large embroidered patterns are used combined with line stitching and variously formed into figures of roses, fleurs de lis, etc. Deep flounces are the rule, and colored ribbons are profusely used. In colored petticoats, plain taffetas are still foremost; changeables are gaining in popularity. Graduated flounces, accordean plaited and with colored ribbons in contrasting shades are favored for holiday business.

FEATURES OF MILLINERY.

In the millinery field, attention is absorbed by the unusually large run on rough beaver and mohair hats, in fuzzy surfaces, in medium and round shapes, trimmed with velvets and big pompoms, breasts and long plumes. It looks as though velvet hats will be the favorites for the latter part of the season, but felt shapes of the rough variety have had an unprecedented sale and are likely to remain popular during the next year. The demand favors round crown, rolling round brim shapes constructed on French models of the continental, and marquise type. The popularity of ready-trimmed hats has worked a revolution in the millinery trade, and a general tendency toward a higher class of merchandise has helped it along. Beginning with the old Alpine idea around the \$1.50 mark, it has gradually worked upward till now they are retailed as high as \$10 and even upward. In the popular end of the line millinery appears to be getting away from the sale of materials and move on to the complete manufactured article.

The revival of the boa has been on no mean scale, and the scarcity of desirable materials has forced prices up. Ostrich feather boas are extremely popular. In line with these, boas of light colored speckled or coque feathers are immensely popular in the cheaper end.

W. B.

A PROMINENT COMMERCIAL TRAVELLER.

Mr. "Gus" Harries is a candidate for the vice-presidency of the Dominion Commercial Travellers' Association for the ensuing year. He represents the very best element of commercial life on the road, and has, at all times, been considered one of those steady, hardworking and gentlemanly representatives who have stamped the Canadian drummer as a man of integrity and industry.

He was born in Bristol, England, and has been in business for 20 years, and nearly all that time with S. Greenshields, Son & Co. Over 15 years ago he went out on the road, and in his travels has covered



MR. "GUS" HARRIES.

almost every section of the Dominion. His territory at present is from Montreal to Iroquois and southern points in Ontario, as well as in the Huntingdon district.

At all times a prominent and active member of the Dominion Commercial Travellers' Association, he was elected a director in 1898, and re-elected in 1900. He is a trustee of the Travellers' Mutual Benefit Society, and is a candidate for the vice-presidency of the D.C.T.A. for 1902.

The Beaver Rubber Clothing Co., Montreal, report that their British Columbian traveller is having phenomenal success taking Spring orders. The latest offering of this company is a job line usually sold for \$2.50 which they can sell for \$1.75 in large quantities.

To mont. office
for Tissus Nov. 14/01

The Leading and most Fashionable Dress Goods and Costume Cloths are: Poplins, Royalettes, Sylkesse Henrietta, Silk Warp Henrietta, Sylkesse Melrose, Soliels, Camel's Hair and Homespun. The new colors so much in demand are all in stock.

There is a steadily increasing demand for our *Velvets* and *Velveteens*. We believe that our *No. 350 Velveteen*, twilled back, fast pile, is the best value shown in Canada

For Blouses and Millinery Purposes

we have a nice range of *French Printed Velvets*, very handsome designs in *Panne Velvets* and a good range of colors in *Miroir Velvets*.

This has been our Best Season

for *Towels, Towelings, Tablings, Napkins, Crash, etc.* We are now completing arrangements that will make it to your advantage to give us a still *larger share* of *your Linen Trade*.

We Have Now in Stock

imported specially for the Holiday Trade, *All-Overs in Embroideries, Tucks and Lace Insertions*, in Lawn, Muslin, Sheer Linen, and Linen Batiste.

We are Selling Special Lines

of *Canadian Wool Sox*, various qualities, large quantities, at very low prices—also *Cashmere Hose*, Plain, Ribbed and Fancy, in all sizes, for Men, Women and Children.

Our representatives are now on their respective routes, and they are showing special lines for SPRING 1902.

Embroidered Linen, Fine Dimity, Linon D'Avenir, Franconia Batiste, Batiste Satinee, Titania Cord, Nirvana Cord, Satin-Stripe Batiste, and Linen Organdie, are *New Goods* that we are taking orders for. Please place your commands with us at once.

BROPHY, CAINS & CO.
MONTREAL.

DRESS GOODS.



THIS month we had several spells of cool weather that have brought the ideas of Fall dresses home to the minds of the ladies, and have created a brisk demand for dress goods. Last year's October mark, which was very high in point of sales, has hardly been attained, but yet the turnover has been quite satisfactory. Any decrease in sales is attributed to the plain goods vogue, which is not as sale-encouraging as fancy dress goods. The demand this Fall comes from the desire to have a new dress, not to be fashionable; the fashion has not materially changed, and it is safe to say that if the country were not prosperous, and if people had not plenty of spare cash, business would be dead in this line. Retailers lament that there is no fashion incentive to buy.

TWEEDS AND CHEVIOTS.

Inquiry is divided between smooth and rough-finished goods, for indoor and street wear. The rough-finished is in the better demand, and to fill this want tweeds and cheviots are being shown, principally of Canadian manufacture. Even our best retailers, catering to the most expensive trade, report a heavy sale of domestic tweeds and woollen fabrics. Mottled tweeds are particularly favored. Something new being shown this month is camel's hair cheviots. All along there have been country storekeepers buying the ordinary camel's hair goods, and now that the smooth, lustrous camel's hair cheviot has been produced in popular colors, it has struck a popular chord. Freizes are selling as well as ever.

CLOTHS.

For indoor wear, soft plain fabrics of the stylish weave are moving freely. Blacks are scarcely as strong as they were last month, and it would appear that the public is tiring of the run on black. Old rose is now the most popular shade, closely followed by reseda green, greys and fawns. In some places greys and slates are the most popular colors. There seems to be no new shade looming into prominence. The lustrous cloth "Emfir," mentioned in last month's DRY GOODS REVIEW, is meeting with very fair success, as are all satin and boxcloths. Amazons are especially favored.

FLANNELS.

The rush for flannels has been wholly unprecedented, and there was a time this month when the wholesale houses were virtually cleaned out of this class of goods—printed and fancy, dotted, striped or plain. The Persian effect is very strong. During the past week some rush orders have been filled by speedy shipment, and the different houses will soon be in a position to meet the retailers' requirements.

SILKS.

There has been a brisk trade done in the staple lines of silks during the month. Black continues strong, but colors, particularly for blouse purposes, are not neglected. Taffeta, tamalines and peau de soie seem to be the only weaves wanted. There are, however, some fancy American silks on the market, and one dealer went so far as to say that the

fancy American silk, printed in Persian style and corded, was the only variety he was selling. Wholesale houses reported that they would like to job any fancy silks they have.

SPRING DRESS GOODS.

Buyers are now returning or have returned from their European trips, and are about ready with their Spring dress goods samples. To say the least, there is no radical change from what was popular during the season just closed. The fashionable finish in colored goods will certainly be very lustrous, and this means that mohairs will be exceedingly strong for the better class of trade. Lustres themselves are being ordered in good quantities in the better grades. Cashmere will be a leading fabric, while crepe de chine, voiles and all sheer weaves will be stronger than ever. Transparency will be more desirable next year than it has been this season, and the fabrics we have just mentioned, with grenadines, must be heavy sellers. We understand that a great many Picardy novelties in black stuffs are being offered; they include small fancy figures and open work, giving the lace effect so much seen in next season's white goods. The use of so much sheer cloths, not to mention the open work, will necessitate the employment of a great deal of taffeta lining.

Add to this Spring range many fancy printings that will go into next year's goods, including challies, delaines, light flannels and muslins. The latter goods, some beautiful sheer effects are being sold. Last month we spoke of the many fancy printed dimities and lawns that were being bought. Albatross is to be a popular all-wool light fabric. The colors we dealt with in the October issue of THE REVIEW. Tan is becoming more prominent every day, and forms the background in many patterns, even on flannels. Greys and slates are strong, and blue is well to the fore. Next season will also be a big white goods year.

WHAT OUR BUYER SAYS.

One Canadian buyer just back from the other side says that the makers of French dress goods are all talking higher prices owing to the advance in merino wools. At present the outlook is for plain goods, as usual, and nothing is shown for Spring by manufacturers which indicates a demand for fancies. It is the opinion of most buyers that plain materials will remain in favor for some time yet. Canadian buyers also speak warmly of the new goods being shown at Bradford. They are showing some very nice goods in silk and wool in light shades, especially suited for evening wear. They are also continuing to make plain black poplins, and are doing so well with these that they may form quite a serious competition with French poplins. In mohairs, Bradford is doing a good trade with the States. In grenadines also, the Bradford makes it likely to be popular. Canadian visitors to Paris at present are struck with the popularity of silk-embroidered trimming for costumes made of plain fabrics. They are either the same color as the material or something which harmonizes with it.

NOTES IN THE TRADE.

Mr. Leslie Gault, of Gault Bros., Montreal, has returned from the European markets where he has been making Spring purchases of dress goods and silks.

Face cloths are gaining in prominence, and promise to be a leading feature in dress fabrics. In these goods Messrs. Wyld-Darling are doing a big trade in many lines of satin amazons, broadcloths, venetians, etc., to retail from 50c. to \$1.50. Black goods are selling freely. Their extra values in soleils, poplins, whipcords, and their noted cheviots, have brought in many repeat orders. Specials in serges, which are

going well, will retail for 25, 50 and 75c. For waists and dressing jackets, opera flannels are good sellers, and a range in plain goods, to retail for 35 and 50c. are going rapidly. Velveteens are very active, the special "Empress" quality in colors being a leader.

The Gault Brothers Co., Limited, are controlling for this market a high-class printed lace that has all the appearance of sateen appliqued with lace. It promises to be a prominent novelty in next Spring's dress goods assortments.

The W. R. Brock Co., Limited, Montreal, have some clearing lines in dress goods; also some clearing lines in ladies' skirts. They are also showing a full range of matalasse cloaking for capes, at prices, \$1.95, \$2.50 and \$3, and a new line of corduroy velveteens just received.

Paris muslin chiffon is an article The Gault Brothers Co., Limited, are introducing to take the place of organdie muslin. It is much used in the French and American markets, making up more nicely than organdies, being softer in finish. It promises to have a good sale here. This firm are also bringing out a large variety of tucked laces.

Dress goods for Spring 1912 will be shown by Kyle, Cheesbrough & Co. when this number of THE REVIEW is in the hands of readers. They know that buyers will be pleased with their "season's importations" this time, as the prices are low and the goods exceptionally attractive. They have searched the English, French and German markets for the latest fabrics and feel sure that their efforts will be appreciated by all clients and that access for both parties will be assured.

John Macdonald & Co. this month will make some end-of-season clearings of odds and ends, and buyers who want a snap or two may take note that serges, cloths, chevots, etc., will figure in the list. In French flannels the range in plain colors is complete, and in fancies fairly complete. There are some nice silk striped blouse cloths. The cry for velveteens continues, and they are all the vogue in New York. This firm's range is complete in all the leading shadings, and there is a complete range of prices in blacks from 20c. to \$1.

The dress goods department of The W. R. Brock Co., Toronto, have among other lines several ranges of French opera flannels which are finding ready sale. In the leading colors of cream, blues and cardinals, they are being much used for waists. A good business is being done in velveteens, both in colors and black. Colors are being extensively used for waists, while the demand for blacks is steadily on the increase. They have an extensive range of homespuns and friezes, in various qualities and shades. These goods are in active demand, but The W. R. Brock Co. are equal to it, having made large contracts with the mills and are thereby able to keep up all the shades.

The Toronto Feather & Down Co. are making a specialty of fine down goods. Every dealer in search of useful Christmas gifts should see their comforters and cushions.

The Strathcona Rubber Co., Montreal, have designed a unique label, a fac-simile of which is appearing in their advertisement in this issue. All garments manufactured in the new factory will bear this label which will be a sufficient guarantee of excellence and value.

Knox, Morgan & Co.

Wholesale Dry Goods, HAMILTON, ONT.

IN STOCK

Special Imports for Christmas Trade

Lawn Aprons — Child's, \$2.25 to \$3.00 per dozen, assorted sizes.

Maid's, 1.20 to 2.25 " " "

Ladies', 2.25 to 4.50 " 38-inch.

Fancy Austrian Linens — Doylies, Runners, Tray Cloths and Table Cloths in great variety and at popular prices. Send for a sample lot assorted.

Lace Handkerchiefs — 75c., 95c., \$1.15, \$1.20, etc., etc.

Silk Handkerchiefs — Fancy and Japanese, from \$2.25 to \$9.00.

Table Napkins — 2 specials at \$1.35 and \$1.75 per doz., in 5 doz. lots. Very special value.

Ladies' Fancy Garters — \$1.35, \$1.80, \$2.00, \$3.00, \$4.00 per doz. pairs.

OUR ENGLISH FASHION LETTER.

Furs in General Use—Praise of the Canadian Cape Given to Royalty—Masculine Looking Waistcoats on Tailor-Mades—Skirts Shorter—New Millinery Effects—Velvet Reigns Still.

From our own Correspondent.

London, October 16, 1901.

THE belted bolero, misnamed in many instances the Russian blouse, is the short coat of the moment, both for cloth and fur. Very costly fur boleros in this style are readily sold in the best-class London houses, the cost depending upon the beauty of the picked skins. A lamentable craze has set in for cutting up fine furs into grotesque forms for the ornamentation of extravagantly designed evening coats and mantles. These garments are mostly affected by the wealthy stockbroker's wives, the actresses who have reputations for smart dressing amongst other things, and are intended for public exhibition at the fashionable restaurants and theatres, where these people congregate and try to outdo one another in extravagance. A well-known London actress has just paid, for instance, £1,000 to a Regent street firm for an evening coat of satin, lined with ermine and strapped with fantastic curves cut out of whole sable skins.

THE CANADIAN CAPE.

In pleasing contrast comes the description and illustration in a London weekly of the beautiful cape in mink and ermine, included in the Canadian gifts to the Duchess of Cornwall and York. It has called for much admiration, and comment has been made in several quarters on the fact that the Duchess frequently wore it throughout the Royal passage through Canada. Canadian furs figure largely in the advertisements emanating from certain exclusive West-End establishments. Others announce the arrival of the latest models in Paris-made coats in costly Russian furs.



A Paris Model (from Marie Gillot). A Toque of Black and White Chenille and Wool. The Uprturned Part Lined with White Chiffon and Ermine Tips.

The best class lady tailors make much good use of fur for fur collar and rever facings on costumes and coats. The much-liked sailor collar, cut wide and squarely, is frequently faced with black caracul or broadtail on a narrow edging or facing of the same fur in white.



A Paris Model (from Lewis). A Flat Toque of Black Velvet, with Triple Pleatings of Glace.

Much ermine and miniver is used—possibly in consequence of the coronation associations. Imitation of these effects are noticeable even in millinery, black fur points being introduced into drapings of white tulle or chiffon. An instance is illustrated in the accompanying sketch of a Paris model.

GOATSKIN COATS

For hard wear motor or storm coats, the introduction of goatskin has been a success and the provision of stylishly-cut garments, for both men and women's wear, is an ordinary feature in the sporting tailoring establishments.

Waistcoats of masculine cut and effect, are features of interest in tailor-made gowns, doeskin, suede, and even snake-skin figure frequently in these. Crocodile leather buttons, too, are smart items to be noted on sporting garments for ladies' wear. They look well in contrast on a vest of vicuna or similar cloth.

Skirts for outdoor-wear are certainly shorter, at which the bootmaker rejoices; short skirts throw the feet into prominence and these must now be well shod to insure complete success in the smart effect made. All the skirts are narrow about the top of the figure, closely fitted to the hips, and gracefully wide about the feet, though the shaped flounce that gives the width does not make itself too sharply apparent.

Coats are made in Eton or banded bolero shapes, and the three-quarters sac shape has a big following for coat

Lister & Co., Limited

Manningham Mills, BRADFORD.

SILK VELVETS, Black and Colored.

Repeat orders can be executed in ten
days to two weeks. : : : : :



To The Retail Merchants :

H.R.H. The Duchess of Cornwall and York wears Rea's Bias Velvet Brush Binding. Every woman in your town would do the same if you stocked these goods. There are none better made.

All the Leading Wholesale Houses
in Canada carry a complete stock.

PRICES: "Rea's" Bias Velvet Brush, \$7.50 per gross

"Challenge" " " 6.00 "

"New Century" " " 4.80 "

"Peerless" " " 4 25 "

A. E. REA & CO., TORONTO

OLDEST CORD, FRINGE and TASSEL WORKS

IN THE DOMINION.



TRADE MARK

Braids, Barrel
Buttons, Gimps,
Ornaments, Cords,
Fringes, Tassels,
Chenille, etc.

Moulton & Co., 12 St. Peter St.,
MONTREAL.

GRUBOC COLLAR CANVAS

IS THE
BEST



FOR SALE BY ALL WHOLESALE DEALERS.

and skirt costumes. With the banded coats much of the smart effect is gained on the strength of their thoroughly unique ceintures, and many novel ideas may be noted in this way. As an instance, a "Redfern" gown in cigar-brown cloth had a banded bolero bodice. This was stitched into a shaped band of stitched velvet in the same shade, so shaped that it pointed well down on the front. Here, and at the back, a small square of pale blue cloth was inserted and the divisions in the velvet so made, were marked by small blue enamel and old silver buttons. This combination of brown and blue is much apparent in exclusive costume and millinery styles alike.

FUR IN MILLINERY.

Fur figures far more largely in high-class millinery now, than fancy feather; possibly the intensity of the first demand for this has weakened its prolonged success. Plateaux of fur are much liked; many are worn quite flat with the upper part lined with large white, cream, yellow or tawney chrysanthemums.

Still looking dahlias, gardenias and similar blossoms are much in request for ornamenting fur millinery models.



Tailor-Made Blouse from Vienna, in Old Rose "Framboise" Satin-Faced Cloth. The Inset Vest is Embroidered with Black Silk, and the Cloth Straps are Edged with Black Satin.

Velvet coats and velvet hats are the last cry of fashion, and no trimming serves to displace the position held by this beautiful fabric in millinery trimmings for Winter use.

The recent public expression made by Queen Alexandra as to her wishes that British industries should be prominently supported by ladies ordering coronation dresses is already bearing fruit in many ways. The lace trade is one direction in which good effect has followed. Far seeing

wholesalers have already placed large orders for Honiton, Buckinghamshire and Irish laces. One of the first houses to see the possibility of this demand for next year was Messrs. E. & H. Tidswell, of Wood street, and this always alert house has secured the exclusive output of some of the best English and Irish lace patterns for next year's expected demand.

A FEATURE IN MUFFS.

Long mantles or handsome wraps in fine face cloth are making their appearance, and to some of the newest quite a Japanese or kimino effect is given by the loose way in which the fronts are allowed to fold over. This effect is added to by the addition of wing-shaped sleeves with wide turn back cuffs.

Pelerines, ties and muffs are very striking items in Winter styles and quite a revolution in ideas may be noted here. The ties are often much ornamented with plisse lace or chiffon introduced. Muffs are very large and after the huge styles seen in old English caricatures or fashion plates; others, whilst being large are very flat and in bag form.

Detachable linings for muffs in every favorite shade of satin, silk, brocade or chiffon are now prominent items in West-End stocks.

A. MEEHAN.

STRATHCONA RUBBER GOODS.

The trade throughout the Dominion will be glad to know that Mr. E. L. Rosenthal, well known as the pioneer manufacturer of rubber clothing in Canada, will again be selling goods before another month has passed. The Strathcona Rubber Co., which he has organized, have bought a huge factory in Montreal, as was mentioned some time ago, and their premises will be the largest devoted to this industry in Canada. Only new machinery of the most modern type is being installed and the firm commence operations under the most favorable circumstances.

To secure some of the earliest Strathcona productions, which will be notable for their style and quality, merchants should see that their orders are immediately booked. Assorted lots of half dozen garments may now be secured on application.

In addition to the manufacturing department, The Strathcona Rubber Co. are installing a plant for the proofing, or rubberizing of the cloth, something which waterproof clothing manufacturers have not yet done. Jobbers who have cloth to be proofed would do well to write to this firm for quotations.

J. H. Bishop, jr., treasurer of The J. H. Bishop Co., sailed from Vancouver on October 7 for China on business for the company.

The stock of the estate of Webber Bros., dry goods merchants, Hamilton, has been sold to C. E. Webber. The business will be continued under the style of Webber Bros. & Co.

E. J. Kirk, manufacturer of Kirk's patent hat and cap rack, has disposed of his interest in his patent to Clatworthy & Co., 46 Richmond street, Toronto, who will carry on the business.

Mr. Paul Seyfert, representing the large hosiery manufactory of Chemnitz, Saxony, visited Canada during October on a business trip. Whilst here he appointed The Richard L. Baker Co., of Toronto, as their Canadian representatives.

FOR 1902 SPRING



Ishikawa's Japan Taffeta

For Dry Goods,
Millinery and
Manufacturing Trade.



Printed Liberty Satin, Printed Habutai

AND

Printed Japan Twill.

In large range of Patterns and Styles.



NO. 24 WELLINGTON ST. WEST, - TORONTO, ONT.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

DEPARTMENTS

Dress Goods

Linings and

Linens . . .

Muslins

Smallwares

Kid Gloves

Silks AND Velvets

Fabric Gloves

Careful attention given to Letter Orders.

TORONTO:

25 COLBORNE STREET.

OTTAWA:

SPARKS ST., Carleton Chambers.

WINNIPEG:

McINTYRE BLOCK.

ST. JOHN, N.B.:

2 CHURCH ST.



* This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Cooperative Advertising.

MANY letters have been received by this writer from merchants in all parts of the continent during his connection with advertising periodicals, complaining that they have been compelled to adopt circulars, booklets and dodgers in lieu of newspaper advertising, owing to the excessive rates of local mediums.

A few years ago New York department firms suddenly awoke to a similar realization. The various dailies had been slowly but steadily advancing their rates, till it became a matter of principle to make a strong stand. They were convinced that prevailing rates were out of all proportion to actual circulation. And not only were regular rates considered exorbitant, but a number of firms felt that they had been unfairly treated—that discrimination had been shown. Certain newspapers, they contended, charged different rates for the same class of advertising, and had not only fooled the firms by trading upon their rivalries, but had indulged in threats not unlike those of highway robbers. It was a question of pay what they asked, and be glad of an opportunity of getting the space, or be discriminated against.

The climax of endurance came when one of the newspapers jumped its rates over night, and then went to the firms with a demand that they sign contracts at the new rates, or see the advertising columns given over to competitors.

* * *

Made a Bold Stand.

The firms decided not to be held up in this position, and, after a number of consultations, came to an understanding whereby nine of them agreed to withdraw their advertising from this newspaper altogether, and to remain out until they could secure fair treatment. At the same time it was decided to investigate the rates of other newspapers, as many of them had similarly abused the confidence of their patrons. The merchants amended their agreement so as to include all newspaper advertising. As a result, much better rates were secured, and the newspapers made to understand that they will be treated according to their deserts.

The "Combination," as it is called, never attempted to extort anything unjust, nor did it use its power to sandbag the publishers—not even those who had used that mode of warfare in their previous dealings with the merchants. Its only object was to secure fair dealing and equal rights for its members.

Why not adopt this remedy in cases somewhat analogous? In any event, the suggestion is respectfully submitted.

Dry Goods Advertising Becoming a Catalogue of Bargains.

An innovation in Wanamaker (New York) advertising put in practice the other day serves to emphasize the fact that dry goods advertising is virtually becoming a mere catalogue of bargains. The innovation referred to was this: In lieu of elaborate departmental editorials, as has long been the Wanamaker style, there was but one short introductory at head of ad. under a main headline "A Committee of Fifty." Then minor display lines read thus: "Offering No. 1," "Offering No. 2," etc. Under each a brief description of articles offered, with value and sale price. This was very un-Wanamakerian and may be denoted a sign of the times.

* * *

The Less Reading Matter the Better.

After a surfeit of the other extreme, the more astute advertisers are beginning to return to sane methods, realizing that the less reading matter the better. Even the advertising of specialties is growing into plain statements of facts. This tendency is bound to become general, because it is sensible. Mark, we do not underrate the value of the ad.-writer. Few can present facts in a manner at once bright, terse and logical; and there will always be room for those who can do it. But this work, like literary work in general, is bound to be underpaid. When plain commonsense becomes popular in advertising, as it is fast becoming, the man who can only rewrite the facts which are given him will not be of great importance.

* * *

Business Training Essential.

Advertising, however, means much more than this, and he who would achieve profit and importance in this field must look deeper. He must secure his training in business, not in schools or literature.

A good advertising man is a business man of universal calibre. He is broader, more versatile, than the ordinary man of business. He knows human nature better. He has more energy, and knows how to direct it. An advertising man must, first of all, be a business man and a salesman. He must develop these qualities until his business enterprise out-reaches ordinary channels, and his salesmanship can win thousands, while the salesman only one.

In other words, the school for an advertising man is in business. Only in business can he secure the training that is necessary. He should learn first the limits to which a business already reaches, then seek to extend them. If he has

1902 SPRING SAMPLES

SELF-SELLING STAPLES NOW WITH OUR TRAVELLERS.

Dominion and Colonial Prints and Fancy Cottons, for style, finish and value, are unequalled. Re-adjusted prices to suit the trade!

Latest Styles Ladies' Blouses, Wrappers, and Skirts.
Men's and Boys' Colored Shirts in new, stylish patterns.
Men's Shirt Waists and Summer Shirts.

Fancy Tweeds, Stylish Suitings, Flannelettes,
 Linings, Satins, Ducks, Cretonnes, Muslins. ✂

See our Carpets, Linoleums, and Oilcloths.

P. GARNEAU, FILS & CIE., Wholesale Dry Goods. **QUEBEC.**
 Trade Only.

The Colonial
 Bleaching and Printing Co.
 Limited
 MONTREAL

MERCERIZED SATEENS

**AND NEW SUMMER
 WASH GOODS**

FOR DECEMBER DELIVERY

GOOD ADVERTISING—Continued.

the right ability, he will not lack opportunity. An advertising man's vocation is in the extending of business and on business lines. He needs to be a man of practical ideas, that reach out of the rut of most men's enterprise.

* * *

Master of
Language
Subsidiary.

The ad.-writers who succeed to anything enviable on purely literary lines are the rare exceptions. Some folks considered that Mr. Gillam, for instance, attained his rare success through the simple mastery of language; but the fact that he was afterwards made manager of the business for which he was advertising manager indicates the real qualities which made him successful.

The young man who takes up advertising with high ambitions should measure the breadth of the field he copes with. He can scarcely hope to attain distinction as an ad.-writer if untrained in practical business. He should first

The promptness with which we fill Mail Orders is favorably commented on by those who shop by mail.

SCROGGIE.

The Success of the Classes in Art Needlework Assured.

It is reasonable to suppose that the foundation for many holiday gifts was begun at the first in the series of classes in Art Needlework, held at our establishment on Monday afternoon. The attendance, greatly in excess of last year's, taxed the capacity of the allotted quarters to a degree that we did not anticipate. The accommodation will be increased for to-morrow. We will make room for all who desire to avail themselves of these opportunities to acquire a knowledge in the rudiments of Art Needlework. Our study will be to promote the comfort of those attending, and any suggestions you can offer to this end will be appreciated. No admission fee charged, nor tickets of admission required. The invitation is general. Come.

Classes for the children have been arranged for on Saturday morning at 10 o'clock. Encourage them to come and take an interest in the work.

Linen Huckaback Towels—The Low Prices Occasion Pleasant Surprises.

The variety includes all the sturdy qualities and wanted sizes. We can say in all sincerity: to pay less than the prices we name will prove false economy; to pay more will indicate extravagance.

Linen Huckaback Towels, with Red Border.

Each	Each
Size 14-in. x 24-in. 7c.	Size 20-in. x 39-in. 15c.
15-in. x 26-in. 7c.	19-in. x 38-in. 20c.
16-in. x 31-in. 11c.	21-in. x 42-in. 25c.
18-in. x 36-in. 10c.	22-in. x 44-in. 25c.
18-in. x 36-in. 12½c.	(Extra strong.)
18-in. x 36-in. 15c.	21 in. x 42 in. 30c.

ALL WHITE LINEN HUCKABACK TOWELS, WITH FRINGE:
18-in. x 39-in., each 12½c.
20-in. x 40-in., each 18c. 24 in. x 46-in., each 18c.

ALL WHITE LINEN HUCKABACK TOWELS, HEMMED:
Each
17-in. x 32-in. 15c. 20 in. x 36-in., hemstitched. 25c.
17-in. x 33-in. 17c. 24-in. x 42-in., hemstitched. 30c.
19-in. x 38-in., hemstitched. 20c. 23-in. x 42-in., hemstitched. 30c.

Satins for all Purposes—Well-assorted Stocks.

Our chief endeavour: reliable goods. Judicious buying enables us to make the prices satisfactory.

White and Cream Dress Satins, 45c., 59c., 69c., 75c., 89c., 95c., \$1.10, \$1.25 and \$1.50 yard.

Colored Satins, 2 special lines for fancy work, in every popular shade, 75c. and 89c. yard

Black Dress Satins, 24-in. wide, 59c., 69c., 79c., 89c., 95c., \$1.10, \$1.29 and \$1.49 yard.

W. H. Scroggie, Corner University and
St. Catherine Streets.

learn the art of business, and then excel in it. It matters not whether he works for many concerns or for one, his value will be determined by his business ability. He must know well the art of money making. This art will never be taught in schools, in the reportorial field, or in the sanctum. The place to learn it is in business.

Colonial...

Phillips
Square.

House

BOYS' CLOTHING DEPARTMENT.

Boys' and Youths' Oxford Grey Heavy Cheviot Winter Overcoats in Raglan and Overcoat lengths.

\$12.00 and \$15 00.

Children's, Boys' and Youths'

NAP REEFERS

A specialty (also in Blue Beaver).

\$5.00, \$6.50, \$7.50, \$9.00.

A full line of

Children's Russian Suits, \$8 00, \$9.00
" **Overcoats. \$7.50.**

Boys' and Children's

Blanket Coats, \$6.00, \$7.50

Boys' Boots

Still a few sizes left in that line of Boys', Youths' and Men's Tan Lace Boots, regular price \$3.15, for \$2.00, less 5 per cent. for cash.

Splendid value, and very suitable for wearing under rubbers.



Full Stock of Rubbers and Overshoes.

HENRY MORGAN & CO.
MONTREAL.

A Wizard's ads. Every advertiser should get a copy of a most fascinating little book entitled, "Memoirs of Robert Houdin," the French magician who flourished in the first half of the century. Chatty and rapid in style, the book is constructed with true Gothic common sense, and, while conveying a wealth of information, never wearies.

One episode he relates is of special interest to those who study advertising:

Upon Houdin's arrival in England, he was shocked by the methods adopted to give him publicity—the enormous letter-



Late James Johnston & Co.

... Montreal.

Our Famous "103" Prints

We did not carry over a single piece from last season.
So that we are now able to offer

A LARGER RANGE THAN EVER.

ONLY NEW PATTERNS
—AND—
ONLY FRESH GOODS.

We are also showing many
NOVELTIES IN PRINTED GOODS.

Our travellers have complete samples.

GOOD ADVERTISING—Continued.

ing, widespread billposting, and travelling vans bespattered with announcements. But the Frenchman soon discovered that there was another "Richmond in the field."

An English magician, named Anderson, fearing the competition of the continental novelty, had resolved that the public should not forget its old favorite, "The Great Wizard of the North," as he modestly styled himself. And the public could certainly have no excuse for overlooking him.

* * *

Living Display
Letters.

Anderson sent out a cavalcade worthy of the "Greatest Show on Earth." Four great carriages, carrying posters representing all sorts of witchcraft, followed one another in the van of his procession, and were followed by two dozen men afoot, each proudly carrying banners. Each banner bore a letter on each side. Slowly promenading along the street, the conglomeration would be halted as a cross-street was reached.

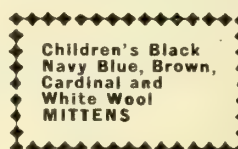
breakfast butter the conjurer's name, title, and hour of performance; he despatched men to paint the same words upon the pavements, and strove to excel in the size and oddity of his posters, one of which Houdin describes.

When about to leave for another place, the Wizard would announce a prize—a silver vase—offered to that one of the audience who should publicly pronounce the best pun, and would hold the competition in his last performance. This scheme, it was said, proved invariably profitable, as the audience were encouraged to express freely their opinions of the puns forthcoming.

When all the puns had been exploded Anderson would announce that they had been taken down by a stenographer, and would be issued as a miscellany at the reasonable price of one shilling. As the book sometimes contained a thousand puns, and a shilling was a small price for the glory of seeing one's self in print, it may be understood that a fair-sized edition was often sold. As a specimen of the art of advertising



MACAULAY BROS. & CO.



LADIES' Department Specials

Winter weight fine non-shrinkable natural wool combinations of undershirts and drawers, only \$2.00 per suit.

Light pink, light blue or white flannelette Night Dresses, with handsome torchon lace sailor collar and front, only \$1.20 each.

Black Tights, fine cashmere wool, \$1.00.
Jersey Cloth Bloomers in Ladies', Misses' and Small Children's sizes, \$1.25 to \$2.00 pair.

DARK STEEL GREY Tailor-Made Costumes

With wide graduate flare flounce skirt, jackets with neat stitching to match skirt, \$13.50 the costume.

Stockings in Ladies' sizes

50c. quality selling at 35c. per pair. They are British made, double knees and ankles, full fashioned feet.

Silk Department

Black Duchesse Satin at \$1.25 per yard. Only two pieces to sell at this price, which is much under usual cost of such quality. It will make elegant waists or dresses.

New shades of TAFFETA SILKS just opened.

Fancy Flannels FOR Shirt Waists

35c., 38c., 40c., 45c. and 48c. per yard. Hundreds of patterns to select from.

MACAULAY BROS. & COMPANY.

Then, at the word of command, the carriages were ranged closely together so as to present an enormous poster, perhaps 75 feet long, with startling pictures. Meanwhile, the banner-bearers also fell into line, and the letters on the banners formed two inscriptions. From in front, the spectators read, in letters three feet high:

THE CELEBRATED ANDERSON !!!

while those who faced the reverse of the banners saw these words:

THE GREAT WIZARD OF THE NORTH.

* * *

Two Unique
Devices.

Houdin also awards to this Anderson the palm of successful advertising, and relates some of his methods for reaching the public, who may not see his printed announcements.

Arriving at a large town, this advertiser would supply all the buttermen with molds cut so as to leave upon each pot of

nearly 50 years ago these incidents are worth recording. At all events Houdin's book will well repay any reader-advertiser or otherwise.

* * *

Ad. Criticisms. Young & Morrison, Thamesford, Ont., favor us with an announcement of a millinery opening, printed in some sort of a duplication.

In all candor, we cannot say we were enamored therewith. In the first place, gentlemen, would it not be far better to send a card of invitation to such an opening, entirely divorced from any bargain bids for business? We are of the opinion that there is a time to talk bargains and a time to be silent thereon. Such a time, if any, is surely on an occasion such as an opening. Then, it is better to send out a polite card of invitation, requesting the pleasure of the recipient's attendance to view the season's novelties, without even a hint as to buying.

Vair, Vickers & Co., Barrie, Ont., submit a Fall catalogue that is a very creditable production. Typographically, no improvement can be suggested. The display is of a modern series, and the set-up is of a uniform style. In fact, from a compositorial standpoint, this little booklet would do credit to any printing establishment on the continent. Bu

LADIES'
LAWN APRONS

and

SILK WAISTS

for the

CHRISTMAS TRADE

Order early to secure best styles.

Letter orders solicited.

Gale Manufacturing Company

14 to 24 Mincing Lane

TORONTO.

GOOD ADVERTISING—Continued.

it's the privilege of critics to find fault. We didn't care for the introductory. It's trite. It's just what hundreds of other merchants have written under like circumstances, and what hundreds more will again write. Be advised, Messrs. V. V., and try to get out of the beaten track in that particular. Let's illustrate :

"We take pleasure in presenting this, our Fall Announcement for the season 1901, and thank our many patrons for their kindly feeling and valued support accorded us during the past."

Never mind about your pleasure ; nor is it necessary to

thank patrons for their kindly feeling and valued support. They didn't buy from you, because they loved you or your store, but because they thought you gave them better value or service than competitors.

In the next paragraph, we noted that this introductory was intended only for those living near by—while those living at a distance were referred to page 16. Yet the booklet was not paged. There was no such number on any page.

What we said in reference to the main introductory applies also to the departmental ones throughout ad. "Conventional" is the word. However, we did like the absence of bluster and boast. Claims were modest, and within reason.

* * *

McIntyre & Castell, Belmont, Man., favor us with an excellent circular, on which, however, we must make a similar comment to that on the Vair, Vickers & Co. booklet. Good typography and well balanced, but trite talk. For example :

"We take much pleasure in handing you our Fall Circular, etc."

Why not write as you talk ? You wouldn't say that to a customer in handing her that circular, would you ? Not at all. You'd say something like this : "Allow me madam (handing her the ad.). Read it. It'll interest you."

Try the colloquial style, in contradistinction to the stilted yard of roses pattern, and you'll find your ads. much improved.

SHOE TRAVELLERS OUT.

The travellers of the Campbell Shoe Co., Quebec, are now out with their Spring samples ; they say that their range was never given a better reception that it has been accorded on this trip. Undoubtedly, it is the best assortment that this enterprising firm have ever sent out, including some nice lines of box calf, dongola and other leathers in Goodyear welt, McKay sewn, pegged and standard screw work. It will pay the merchant to wait and see them.

The firm name of Daniel & Robertson, St. John, N.B., has been changed to F. W. Daniel & Co., Mr. Daniel being sole partner and continuing business at the old stand.

The improvements in the store of J. W. Chapman & Co., Orangeville, add much to its appearance and business facilities. Electricity is now used throughout, cash carriers are in vogue, a new cash office overlooks the ground floor, the walls are nicely adorned in handsome paper and borders, the ceilings likewise, and the whole place wears the appearance of a fine, up-to-date establishment.

The new store of H. M. Pattillo, Bridgewater, N.S., is handsome and modern, both within and without. It has a two-storey solid plate glass front, with two fine bevel plates in the door, and a vestibule running up the entire height, making a very attractive display front. The interior is finished in solid oak, the whole color scheme being pure white combined with oak. The main staircase runs across the back of the store and the landing is arranged as a sort of balcony on which to display goods. Directly off this is a good-sized office handsomely finished, the doorway being filled in with a grill of neat design. There are five electroliers which will make the store light in every corner, and there are folding seats, stationary in front of the counters, for the accommodation of patrons. Glass counters are used to show dainty fancy goods.

CATTO

(DRY GOODS ONLY.)

SPECIAL VALUES

LINEN DAMASKS HOUSEFURNISHINGS

In connection with the many extra offerings being made in our Linen Damask, Bed Linen and Housefurnishing Departments, the following have been specially selected for immediate sale :

- 28 Linen Damask Table Cloths, size two by two and a half yards, **ONLY \$1.90 EACH.**
- 25 Linen Damask Table Cloths, size two and a half by three yards, **ONLY \$4.50 EACH.**
- 30 Dozen Linen Damask Table Napkins, size five-eighths, **ONLY \$1.75 DOZEN.**
- 40 Dozen Linen Damask Table Napkins, three-quarters, **ONLY \$2.75 DOZEN.**
- 20 Dozen Hemmed Pure Linen Huck Towels, **ONLY \$1.75 DOZEN.**
- 35 Dozen Fringed Pure Linen Huck Towels, **ONLY \$2.25 DOZEN.**
- 40 Dozen Pure Linen Fringed Huck Towels, **ONLY \$3.00 DOZEN.**
- 100 Brown Linen Bath Towels, **ONLY 30c. EACH.**
- 75 Fancy Linen Stripe Bath Towels, **ONLY 35c. EACH.**
- 35 White Cotton Turkish Bath Towels, **ONLY 30c. EACH.**
- 55 White Honeycomb Quilts, size 74 x 80 inches, new raised effects, pearl hemmed, **ONLY 90c. EACH.**
- 18 Full Double Bed Size Marseilles Quilts, **ONLY \$3.00 EACH.**
- Also 15 at \$3.25, 12 at \$4, 20 at \$4.50, 18 at \$5.
- 25 Pairs Wool Blankets, **ONLY \$3.50 PAIR.**
- Also 15 pairs at \$4 per pair.
- 18 Eiderdown Quilts, size 5 by 6 and 6 by 6 feet, reversible, sateen down-proof coverings, **ONLY \$6.00 EACH.**
- 20 Batt Comforters, size 5 by 6, art muslin coverings, **ONLY \$1.50 EACH.**

SEASONABLE DISPLAY OF

MILLINERY and MANTLES

Long Coats, Capes, Skirts, Suits and Jackets.

Special showing of

CHILDREN'S OUTER GARMENTS

Coats in red, blue and brown cloths, 4 to 12 years, \$4 to \$6, and from \$5 to \$8.50. Long Box Back and Semi-fitting Ulsters, 4 to 12 years, \$4 to \$7, \$5 to \$9, and \$6 to \$12.

MAIL ORDERS PROMPTLY FILLED.

JOHN CATTO & SON

King Street, Opposite the Post Office.

DEBENHAM, CALDECOTT & CO.

UNMATCHABLE VALUES

SPECIAL LINES
IN STOCK AT
TORONTO-77 YORK ST.

TAFFETA SILKS
BRITISH SILKS
LOUISINE SILKS

FRENCH FLANNELS
VELVETS, RIBBONS
DUCHESS SATINS

SILKS



SILKS

OUR SPECIALTY

77 YORK ST., TORONTO

OUR SPECIALTY

DEBENHAM & FREEBODY, LONDON, ENGLAND

LONDON
PARIS
NEW YORK

BRUSSELS
LYONS
ST. ETIENNE

MANCHESTER
LIVERPOOL
DUBLIN

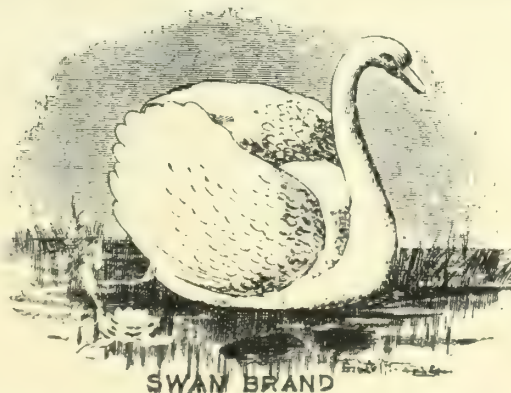
MELBOURNE
SYDNEY
CAPE TOWN

Down Comforters

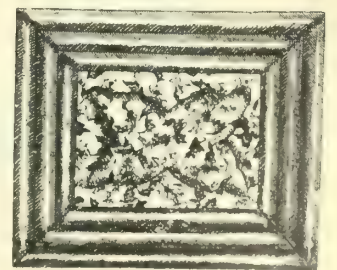
IN SATIN, SILK, and FINE SATEEN

MADE WITH FANCY PANELS AND BORDER.

No 9 Style.



No. 10 Style.



Fancy Satin, Silk and Sateen Cushions and Cosies. Beautiful new art designs in all the above. Sample Books and quotations on application. Full range White Cushions and Cosies.

The Toronto Feather & Down Co., Limited
74 King Street West, TORONTO.

MERCHANTS

Can sell with
Confidence

THE "Cravenette"TM STAMP
(Registered Trade Mark)

Cloth



IT is the Best Material for either Ladies' or Gentlemen's Rainy-Weather Garments. The **Rain Proof Quality** is applied to the Yarns, and is as much a part of the Cloth as is the Dye. It does not in any way alter the appearance or texture of the Cloth. Will shed the rain perfectly, and will not overheat the wearer and induce perspiration.

S. Greenshields, Son & Co.

Sole Selling Agents
for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.



The Draper of Australasia,

The Organ of the Drapery and Kindred
Trades of the Antipodes.

SUBSCRIPTION \$2.50 PER ANN.

post free to any part of the world. A handsome
Diary is presented free to annual subscribers.

Publishing Offices :

Melbourne,
Sydney,

Fink's Buildings,
Post Office Chambers.

American Offices :

New York,

Park Row Building.

British Offices :

London,

42 Cameron St., E.C.

Specimen copies free on application.

BY BUYING Pewny's Kid Gloves

you get the

**Latest Styles
Best Colorings
and Surest Fits**

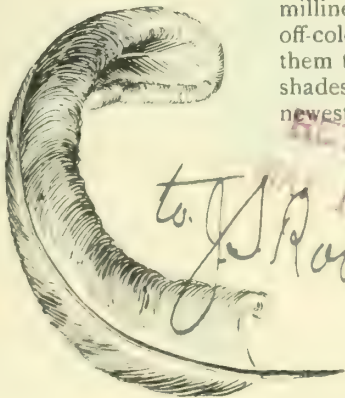
AND IN ADDITION

THEY ARE GUARANTEED.

S. Greenshields, Son & Co.
MONTREAL.

Sole Agents for Canada.

Road to Saving and Profit



It is a serious blunder for a dry goods man to allow his dress goods and millinery stock to be littered up with goods unsalable because faded, soiled or off-color. It is not necessary to sacrifice profits in order to move them. Send them to these works and they will be re-dyed and finished in fashionable or staple shades in such a way that an expert will not discern between them and your newest imported goods.

—"Delighted with the work done."

—"The things are very satisfactory and are selling equal to fresh goods."

—"We are very much pleased with the excellent quality of the work."

These are quotations from a few only of scores of letters received from merchants in all parts of the Dominion. It will be to your profit to correspond with us, or, better still, make up your parcel at once and send it direct to these works.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works,
787-791 Yonge Street.

TORONTO.

MONTREAL BRANCH : 1958 Notre Dame Street.

Sir Thomas G. Shaughnessy.

AMONG the gentlemen who were elevated to the Knighthood during the recent visit of the Duke and Duchess of Cornwall and York to Canada none were more satisfactory to the people of this country than that of Sir Thomas G. Shaughnessy. His position as president of The Canadian Pacific Railway brought him into line as a fit subject for such honors. But the satisfaction with which his elevation was received was not merely born of the fact that the head of a great railway system had been selected for the recipient of Royal favor; it was born of the fact that a man of striking personality, large executive ability, and practical business acumen had been thus honored.

Sir Thomas G. Shaughnessy was not born with a silver spoon in his mouth, unless the native talents which came with his birth, and which he has so assiduously developed during the 48 years he has been in the world, can by any stretch of the imagination be so termed.

"It was felt," said The Montreal Witness, when referring to Sir Thomas Shaughnessy on the occasion of his Knighthood, "that he has been paid a fitting compliment as the head of a great system which is, perhaps, the best managed on this continent, and to the efficiency of which he has contributed a remarkable energy, prescience and administrative ability."

Sir Thomas Shaughnessy is a native of Milwaukee, Wis., being born there on October 6, 1853. His career as a railway man began in 1869, when he entered the purchasing department of The Chicago, Milwaukee and St. Paul Railway, subsequently becoming general storekeeper of the line, a position he held when Mr. (now Sir) Wm. Van Horne left the company to assume the presidency of the C.P.R. In 1882 he became general purchasing agent of the C.P.R., having been selected for the position by Sir Wm. Van Horne. Two years later he became assistant to the general manager, and then in succession assistant general manager, assistant president, a director and vice-president, and finally in June, 1899, president.



SIR THOMAS G. SHAUGHNESSY, President of the C.P.R.

Besides being president of the C.P.R., Sir Thomas Shaughnessy is a director of The Duluth, South Shore and Atlantic Railway, of the Accident Insurance Company of North America, of The North West Land Company, vice-president of The Toronto, Hamilton & Buffalo Railway and of The B. C. Southern Railway, and president of The Montreal and Western Railway.

ST. JOHN COTTON MILLS TO RUN AGAIN.

At a meeting of the general committee of the Common Council of St. John, N.B., Mr. James F. Robertson was present to urge that the city remit the taxes and water rates due on the Parks cotton mills, which he had purchased, and to exempt the mills from taxation and water rates up to \$2,000, for ten years.

Mr. Robertson said that Mr. A. H. Hanington, K.C., who was also present, and himself had taken over the mills with the intention of forming a joint stock company. He had no idea of selling out and would exhaust every effort to form the company in St. John. The capital would be \$250,000, \$40,000 of which would be used for improving the mills and \$60,000 for working capital. The Courtenay Bay mill turned out a great variety of piece goods, which were in good demand. Both mills would be operated to their full capacity, and the best workmen would be employed.

The property cost \$800,000, and for years was insured for \$600,000. Now there was \$160,000 on it. Mr. Robertson said he knew

something of the cotton business, and his partner, Mr. Allison, was well acquainted with it.

Mr. Hanington, K.C., said that if Mr. Robertson had not bought the mills they would have been closed down. It was of importance to the city that the mills should be operated. Many who had been thrown out of employment by their being closed had to be taken care of last Winter by the city. Mr. Robertson had the assurance that some of the best men in the city would aid him in his effort to run the mills.

The committee passed a resolution by a unanimous vote favoring Mr. Robertson's request.

R. S. Ford, of Petrolia, has bought en bloc the stock of The C. Dempsey & Co.

P.D. CORSETS.



Style 631.

For prices write to—

Konig & Stuffman

11 Victoria Square,

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The finest imported
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better corset made or
sold in Canada.

**FIT
STYLE
DURABILITY**

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hold the corset trade
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It pays to stock a
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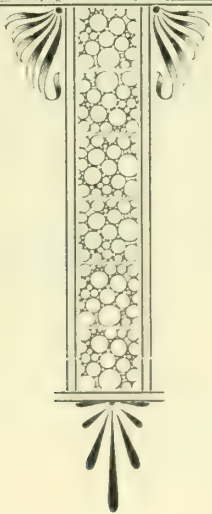
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Better
than
Ever.**

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White, Colored and Initial.

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ART EMBROIDERY GOODS

Including Chair Scarfs, Cushion Tops, Table Covers,
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FANCY WINDSOR TIES in hundreds of varieties.

READY FOR IMMEDIATE DELIVERY.

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No. 24 Wellington Street West

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Waterproof



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STYLES**

FOR THE SEASON ARE IN THE HANDS OF ALL THE

Leading Wholesale Houses in Canada.

SPECIAL NOTICE.

In the event of Buyers of “The Distingué” Waterproof not being able to obtain a full assortment of “The Distingué” Waterproof from any one particular House, they are respectfully requested not to accept another maker's goods as substitutes, as by visiting one or two other Houses they will be sure to procure a full assortment of

“THE DISTINGUÉ” WATERPROOF.



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President, JOHN BAYNE MACLEAN, Montreal.

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CANADIAN BUYERS IN GREAT BRITAIN.

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MONTREAL AND TORONTO, NOVEMBER, 1901.

THE FUR SEASON.

THIS will be a great fur season. There is no doubt about that. The rush is now at its height, everybody is ordering freely. Repeats are coming in from certain quarters and sales are much above last year's.

Fashion is strong on ladies' neckwear, outside of furs, and the fur trade feels the stimulus, both in plains and combinations of all classes. Even now it is difficult to supply the demand and prices are very firm. The Northwest people will be big consumers of furs this season as the heavy demand just now testifies. Manchurian buffalo robes and coats are good property as well as Australian bear coats.

In ladies' coats it would seem that Persian lamb is coming strongly into favor again. Ladies are calling for it again in natty styles, ranging from \$100 to \$150. A new style in ladies' coats is being shown by some houses in the form of a lapel well turned over for dressy effect, when left open to show the waist, but capable of being closed and buttoned up for warmth. This is one of the latest American introductions. All coats are short, 22 to 30 inches. There is a decided tendency to leave the sleeve wide at the cuff—the Bell sleeve. The back is plain or open. Capes are not neglected, being shown in all classes of furs, with fur lining with plain brocade covers. Mink capes with long tails hanging down the front and two openings in the cape on either side of the streamers are very popular. In fact, these tails are prominent in all capes and neck ruffs, caperines and collarettes. There are some very new things shown in the make-up of these goods, as well as in the combination. Among the leading fancy furs are Alaska sable, marten, stone marten, opossum, Virginia sable, dyed coon. Muffs, gauntlets and caps do not show any important change of shape.

CURIOUS EPISODE IN HAMILTON.

THE firm of Grafton & Co., clothiers, Hamilton, have had a dispute with the civic authorities over a window display. They exhibited their various lines of clothing by means of a living model who made a change of garment every hour or so and thus kept the crowd interested. The street became so much impeded that the authorities took the case into court and summoned the firm to appear and justify the policy of impeding traffic by attractive window displays. The firm, probably having no time to waste in controversies, agreed to take out the display.

Now, this is a very interesting point for merchants in our larger towns and cities. We believe that Grafton & Co. are right and that the Hamilton authorities are wrong. There may, of course, be some by-law in force in Hamilton which enables the police to exercise control over window displays and keep them from being too interesting. If so, the by-law should be repealed. It is absurd and oppressive and no credit to a progressive place like Hamilton.

On the other hand, supposing there is no by-law covering this point, how can the Hamilton police justify their action? If a crowd impedes traffic let the police move the people on. That is what the police are for. To say that they have power to remove the cause of the crowd gathering is to talk nonsense.

We understand that not long ago the police went into a Hamilton newspaper office and demanded that a news bulletin which was attracting crowds should be removed! The authorities are taking a wrong view of this question. Did they ask the Duke of Cornwall and York to "move on" lately because the crowds that gathered to see him were obstructing the streets? If some fine cold evening there is a great display of the Aurora Borealis in the Heavens and hundreds gather in the streets, will they serve notice on the Higher Powers to stop the display because Hamilton traffic is being impeded?

THE ST. JOHN COTTON MILLS.

THE Parks Cotton Mills at St. John, N.B., were sold at public auction last month by order of the court, and the purchasers were Messrs. James F. Robertson, of Manchester, Robertson & Allison and Mr. A. H. Hanington, the price paid being \$145,000.

There is satisfaction in St. John that the mills have not fallen into the hands of the big cotton companies with headquarters in Montreal, as that would mean their incorporation into the combine. Now, under the control of New Brunswick capitalists with plenty of money behind them, the mills will preserve their independence so long maintained under Mr. Parks' control. Mr. Robertson believes that the mills can make money and that the machinery in them is quite sufficiently up to date for purposes of present trade.

As our readers know, the assignment of the Parks Company was due to the lack of capital. When raw material was low

it was impossible to purchase a quantity sufficiently large to keep the mills going during periods when raw cotton went high. From statements shown by the estate after the assignment it was evident that the mills could be made to pay if raw material is stocked at reasonable rates.

It is to be hoped that the mills will soon be in operation again and that the merchants in St. John who did a good business with the employees will once more resume this trade.

CHANGE OF DUTIES REQUIRED.

ONE of the more important subjects that will engage the attention of the Canadian manufacturers in convention in Montreal next week, will be the need of protection for our shirt and collar industry.

In 1896, the newly-elected Laurier Government saw fit to wipe away all the specific duties that guarded the shirt and collar industry in this country, and since that time our manufacturers have been getting along as best they could under the circumstances, trusting to their own superior skill to hold this market, but gradually feeling the force of American competition drawing around them. It is the conviction of the older men in the industry to day that since the advent of the National Policy the manufacturing trade has not felt American competition so keenly as it has during the past year. The latest Government statistics say that there were \$89,000 worth of collars, and 13,000 dozen shirts imported into this country for the year ending June 30, 1901. That is a tangible evidence of the industry's need of protection.

Before 1896, our Canadian manufacturers enjoyed a protection of 24c. per dozen on collars, 48c. per dozen on cuffs, and \$1 per dozen on shirts, in addition to the ad valorem duty of 35 per cent. regularly levied on imported cottons. To day there is the same ad valorem duty on piece cottons and the manufactured goods, leaving our shirt and collar men and Canadian industry unprotected, something which the leading members of the Government have confessed to be unfair. Yet, in spite of protests without number, nothing has been done to remedy the matter. The American manufacturers are protected in their own market by a duty of 40c. per dozen and 20 per cent. on linen collars, 40c. per dozen and 20 per cent. on cuffs, and \$2.25 per dozen and 35 per cent. on shirts worth between \$7 and \$15 per dozen. This is the way Americans protect their labor, and yet our small population must stand alone. It is time that reason prevailed at Ottawa in this matter and that the protests of both parties were listened to. Should the Manufacturers' Association lend their weight to the contentions of the shirt and collar manufacturers it will be championing a just cause.

Were the prices of cottons in this country as low as in the United States the situation would not be so bad, but, as the various cotton companies virtually have the monopoly of their own fields, prices are kept just below what the imported laid-down cost is, including the 25 to 35 per cent. duty. This makes imported shirts laid down here little higher than the Canadian.

On account of the limited number of cotton factories in this country, the shirt manufacturers have to labor under additional disabilities. They have to get out their own designs and wait six or seven months for them to be printed by our Canadian mills. They must needs take a large quantity of each pattern, whereas the American manufacturer can buy a few pieces of fabric in New York, and get it as soon as he wants it.

In view of these considerations, our manufacturers would like a reduction on cotton goods being imported for manufacturing purposes, but, failing that, they would be content to secure some merited protection in the form of higher protection for their Canadian labor and try to work out their own salvation in spite of their other difficulties.

SALES TO BERMUDA.

Several buyers from Bermuda have been in Canada during the past month, and some speculation has been indulged in as to the possibility of working up trade between that colony and the Dominion. It appears that in certain lines of dry goods, such as neckwear, fine clothing and umbrellas, it may be possible for our manufacturers to sell quite a quantity of their goods in Bermuda. The buyers to whom we have reference examined all these lines amongst others and placed trial orders. We would like to see Canadian houses develop a trade of this kind, because it would prepare them for the days when they must go out into the markets of the world to sell as the firms of other communities have to do. Because the day may come when we shall not have so sure a hold of our own market as we have now, and export trade is a good thing to cultivate, if only for the increased output it enables one to make and the experience it gives.

HOW IT STRIKES OUTSIDERS.

THERE is a useful comment in The Boston Textile World upon our woollen duties. It says:

Our Canadian neighbors are having practical experience with reciprocity. As the readers of this journal already know, the import duty on woollen goods brought into Canada from Great Britain was reduced some years ago. Whatever may have been the effect of this change on other industries, it has given woollen manufacturers what appears to be a death-blow. A prominent Canadian woollen manufacturer and a supporter of the political party that adopted the preferential tariff states publicly that "if relief is not speedily brought to bear many of our woollen mills must soon cease to exist." From this it appears that there is reciprocity and reciprocity. Our northern neighbors apparently have the jug-handled variety. If the United States is to try reciprocity, let it be the genuine article. It is cheaper to profit by the experience of others than by our own.

The point in this comment is that while much talk is going on in the States regarding reciprocity, the vested interests are alive to the possibility of any plan of reciprocity injuring them. It looks from this distance as if the reciprocity-prophets had got to try conclusions with the protected industries. It is when you get down to details that you discover that tariff changes are really after all a business question, not politics.

CANADIAN-MADE SHIRTS.

THE view expressed by one of our retail readers that in his opinion American shirts were better made and nobbier than Canadian goods is not one that will be endorsed by the trade. We like our retail friends to feel that they can express their views freely in these columns, even when we disagree with them. That is why we let our friend's statement pass unchallenged at the time. But it is rather difficult to see how an unprejudiced person can make out such a case. Of course there are customers who are foreign worshippers, in whom familiarity with domestic manufacturers breeds a mild form of contempt. The customers consider it a good recommendation of an article to say that it is made in England, the United States, in France or in Germany, without any further explanation of the why or the wherefore. They do not mean to be unpatriotic, but sometimes they are so involuntarily. For this reason, for instance, Canadians have never arrived at a just appreciation of their domestic-made woollens.

Perhaps it is so with some in regard to shirts. It may be that they do not recognize the superior points of the Canadian make. Why should American shirts be better than Canadian? Take the fabric. At the same price per yard Canadian cottons are better than American. This is an avowed fact. Moreover, we can lay down English or Scotch cottons much more cheaply than the Americans can. At the same price the Canadian manufacturers can put far better material into shirts, while to the American price must be added the duty. Value for value, Canadian shirts are admitted to be above the American goods.

Take the style. Some hard things have been said about the colorings shown by our domestic manufacturers. These remarks may have been justified in days gone by, but the experience of the past season at least has removed all foundation for them. The latest New York colors have been obtainable at all times upon this market. Perhaps the Canadian patterns were not exactly the same as the American, but the variation was due only to dissimilarity of taste. The latest continental, English and American ideas are brought speedily into this country, and we venture to say no American manufacturer is showing any better or wider Spring range than are our home friends.

But it is in the make-up that our Canadian makers pride themselves. First off, Canadian-made shirts are larger than American. It is giving no news to the trade to say that Canadian shirts are not scimpy, narrow and uncomfortable to the wearer. Our domestic manufacturers are not afraid to put fabric into their goods, and as a consequence they produce a comfortable garment. Nor in the finer points are our Canadian makers deficient. Some of them are matching the bosoms more accurately and more scientifically than are any of the Americans, getting the prominent stripe square in the middle, and even going so far as to arrange for the stud hole to come on the white stripe where it will not be seen. Various other

devices peculiar to the different makes are also to be found, illustrating the inventive power of our better shirt manufacturers.

But the best proof of the popularity of Canadian shirts is the fact that our manufacturers have already taken so many orders for Spring delivery that they fear inability to get out all the goods. To date, on the average, bookings are about 50 per cent. above those of last year.

Of course we have inferior brands of shirts on this market, and shirts too shamefaced to wear brands, but by these no dealer, we are sure, would judge the "Canadian" shirt. We are considering the better grade of shirt and should consider the better grade of manufacturer. The 35c. shirt is no indication of what the \$1.25 shirt is.

In conclusion. Three years ago our dealers were importing silk waists from New York; now they never entertain such an idea. If we have men in this country who can make such intricate things as silk waists in a satisfactory manner, why should the notion that we cannot make shirts, salable under the fiercest competition, be allowed to smoulder? To our mind the success that Canadian shirtmakers have met with is quite justified.

A SWINDLING COLLECTING AGENT JAILED.

A CASE has just been disposed of at the Guelph assizes of considerable interest to retail merchants. A man named Mackenzie Mills, claiming to represent the Merchants' Protective and Collecting Agency, has been going about the country getting merchants to sign agreements with the concern for the purpose of collecting outstanding debts. He called on Mr. Woodman, a tailor at Drayton. He got Mr. Woodman to subscribe to the service promised by the agency at the special rate of \$10 (regular rate was \$15), promising to take the amount out in goods. A note was drawn up and signed by Mr. Woodman to this effect. On the back of it at one end was endorsed the fact that the \$10 was to be paid "in goods." This condition made the note non-negotiable. After leaving town Mills cut off the end of the note having the condition on it, put the mutilated note in the bank and got the money. The law makes this a crime.

When the note became due Mr. Woodman was forced to pay it, and thus he became aware of the fraud practised upon him. Action was accordingly taken against Mills, and the case was tried at Guelph before Mr. Justice MacMahon. The result was that Mills was sent to the penitentiary for three years. This is not the first complaint made against him. Other people complain of being victimized, though not in the same way.

The moral is: Subscribe to nothing, sign nothing without the clearest knowledge of the man you are dealing with. If you find yourself tied up in some unlooked for manner by reason of having signed notes, agreements or promises to pay, and have reason to think you have been victimized, consult a respectable solicitor.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

HOW TO LEARN TRIMMING.



HE very rapid strides which the art of window trimming has made in cities and towns in this country in the past 10 years has brought that particular auxiliary of merchandising so prominently before the people that it is not to be wondered at that there are to be found so many young men who have a desire to make this profession their life work.

This desire on the part of so many is, no doubt, due more to the prominence to which the profession has risen than to any special hankering for the artistic, for the recruits to the ranks of window dressing are obtained from all the common walks of life without much consideration for natural ability.

The one important question in the minds of the young men is, "How can I enter this work?" Were we to consult a dozen different trimmers and obtain their views on the best means of entering the profession, we would perhaps receive as many different opinions, and yet, after a careful consideration, these different views would resolve themselves into only two practical conclusions:

Engage as a clerk in some general store. Here you will have an opportunity to handle and become acquainted with all the different lines of merchandise. This is very important, much more than what seems apparent at first thought, for in after years this knowledge will be found very useful should you succeed in making your mark in the profession.

In the majority of the smaller general stores very little attention is paid to window dressing and here you will find an opportunity to try your hand at the work. After you have

had a year or two's experience in the general store, go to some city and secure a position as a helper or an assistant to some first-class trimmer.

The first plan, however, is the better one, viz., the general store experience, because a position as helper to a trimmer in a city store would not repay the assistant what it would cost him to live in the city. His salary would not be sufficient to pay his board bills and other expenses. Then most of the city trimmers will not give an assistant much scope in which to better himself and the assistant will generally find that he will have to do all the dirty work in connection with the window dressing, such as keeping the fixtures cleaned, carrying boards and stands to and from the windows, running messages, etc.

It takes him a long time before he gets a chance to show what he can do. Should he keep at the above in time he may work into something better, but, considering the existing conditions prevailing in the average city store to day, the assistant in most cases is looked upon as "the boy" and any suggestions he may make are generally ignored, hence the first idea.

The beginner in the general store will receive better wages, his expenses will be less, and, what is more important, he will have a chance to work out his own ideas. Then, if possible, go to some of the big cities every year in search of new ideas, subscribe to some of the trade journals that devote several columns to window dressing, and with constant study and practice you will in a short time (according to your ability) be able to turn out creditable displays and, as good



A Group of Ticket Designs.

GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

**CANADA BEING A
WOODED COUNTRY**WE HAVE SPECIAL
OFFERINGS OF**WOOD CURTAIN POLES
AND WOOD TRIMMINGS**

OFFICE: 71 BAY ST

Splendid Finish,
Handsome Patterns
and Low Prices.

TRY US



TORONTO FACTORY

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

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SHADE CLOTH.**CURTAINS, DRAPERIES,
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We manufacture everything in the line of

WINDOW SHADES, LACE CURTAINS,and sell them at a price that affords the retailer **LARGE PROFITS.**
Over one hundred thousand pairs to select from, on hand ready to deliver.**OUR DERBY TABLE COVER.**

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc. Our new illustrated catalogue just out. Send your card and get one by mail.

NEARLY ALL OF THE ABOVE MENTIONED WE MANUFACTURE.

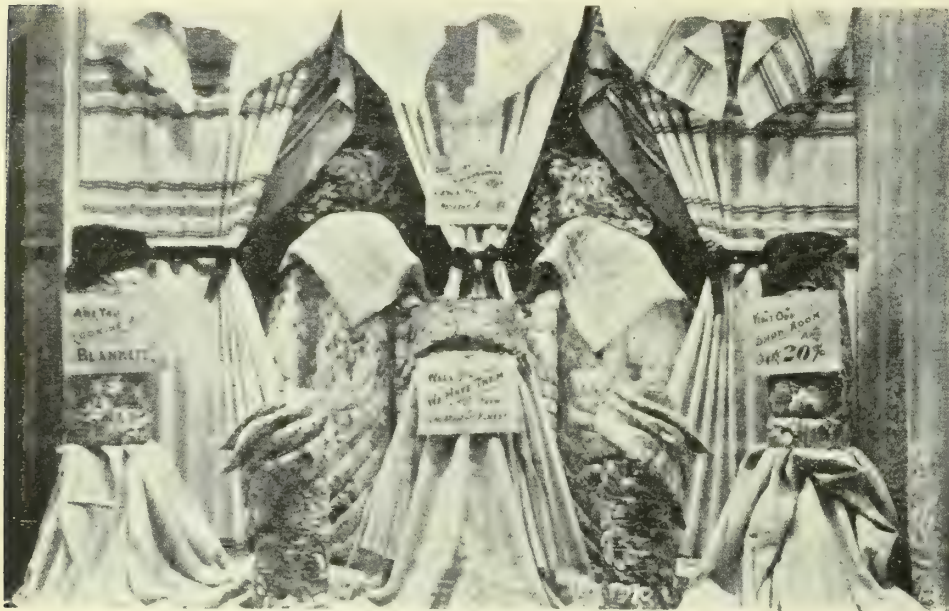
If you are doing business in the vicinity of Montreal call at our new warehouse, No. 20 St. Helen St.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

WINDOW DECORATING—Continued.

openings in the city stores are presenting themselves every day, you will have no difficulty in securing something among them where you can have a better chance of working out your ideas and showing your ability.

While you may not receive much of a salary at first, if



A Blanket Sale.

you are a good worker and can turn out a fairly creditable trim it will not be long before you can work your way up in the line and good remuneration is bound to follow.

Don't expect you can go to the city and command a big salary after you have had a year or two's experience in a general store in a town or village. You will have to content yourself with low wages at first, but in the city you will be constantly in touch with good window trimming and by studying the class of work in the best trimmed windows in the city you will be able to form ideas for better trimming than you have been doing. I do not mean for you to copy everything you see in your neighbors' windows. "Far be it from so" (as the Dutchman would say).

Remember, originality in ideas has been the one idea with the best artists in the profession to-day, and the man who cannot originate his own ideas without copying others will generally find himself in a second-rate store on very meagre wages.

PUSHING FALL GOODS.

During this month the trimmer is expected to push the Fall goods to the front. This is the month when the heavy goods required for colder weather are in demand. The following list is a good one to keep to the front for a few weeks: Furs; heavy dress goods; mantles and wraps;

blankets and comforters; Fall overcoats for gentlemen; boys' and men's heavy clothing; wool shawls and all kinds of heavy wool goods; heavy underwear for men, women and children.

These are about the most important lines to be pushed this month. These displays should all be well price ticketed, especially such lines as underwear, blankets, hosiery, clothing, gloves, etc.

THANKSGIVING.

Thanksgiving Day is only a few weeks off, November 28, and of course some appropriate display for that day is necessary.

Nothing in the dry goods line is more suitable for a Thanksgiving Day trim than a nice display of table linens. Beautiful trims can be arranged with this line of goods.

THE REVIEW this month presents an illustration of a very neat arrangement in Thanksgiving linens. You will notice that price cards play a very prominent part in this trim. This is one of the big essentials in successful window dressing.

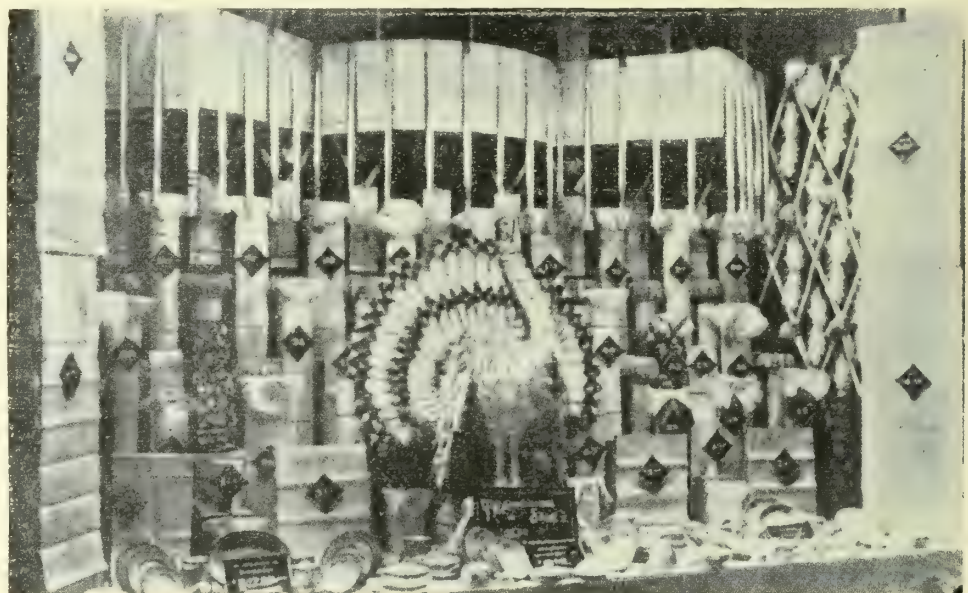
The centrepiece is made from table doilies and is made in the following way: First, the body and neck of the turkey is made from barrel hoops and half-circular pieces of board.

The neck is sawn out of $\frac{1}{2}$ -inch lumber. Any factory will saw you out the pieces necessary for the work at a very small cost.

The tail is made of $\frac{1}{2}$ -inch boards. This is fastened to the body and napkins are folded and pinned on.

The following sketches show how the framework is made. The body is stripped to shape with paper or cotton batting.

The napkins used on the tail must have a colored border



A Thanksgiving Day Trim.

The Show Case of Convenience.

Doors that slide. Joints that never open. Frame that won't warp. A show case perfectly illuminated, that lasts a long lifetime. The perfect details of the

Phillips' Illuminated

Silent Salesman
TRADE MARK

Show Cases

are not a matter of chance, but the certain achievement of skilled hands and artistic taste.

In use by leading firms everywhere. Imitated, of course, but never equalled.

Send for descriptive circular, lithographed in colors, and full particulars.



John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT.

DETROIT, MICH.

L.L. CLINE Adv. Des.

SAMPLES OF

"Maritime" Wrappers

In —

Percal and Muslin

FOR NEXT SEASON.

are now being shown to the trade. They are unexcelled.

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Maritime Wrapper Co.

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Ontario and Montreal Agent:

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WOODSTOCK, N.B.

WATCH
OUR LINE
FOR
THE LATEST
CREATIONS
IN

LADIES' NECKWEAR

FULL RANGE
FOR

CHRISTMAS TRADE

NOW READY

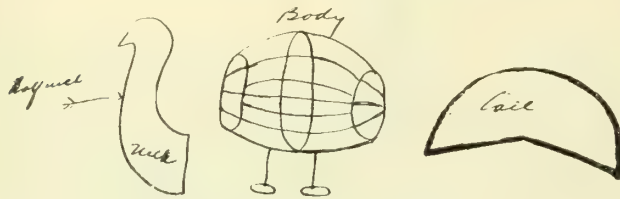
E. & S. Currie

TORONTO

WINDOW DECORATING—Continued.

in them, red preferred. The body and neck are padded to shape with cotton batting.

For the eyes, hat pins with the large black ball or end are used. The beak is made from a piece of red velvet cut to shape. To keep the tail of the turkey up without all the



Plan of Constructing a "Turkey."

weight resting on the body, an invisible wire can be attached to the tail and the other end attached to the ceiling. This will support it in place.

The idea is very simple and is sure to draw a crowd of people to your trim.

ORIGINALITY.

The art of window dressing is one that is fast becoming a lucrative profession and the young man who hopes to reach the top of the ladder should aim at originality in all his trims.

Anyone can copy and imitate the designs and ideas of another, but the one who displays talent in creating attractive and original ideas is the one who is watched and the one whom other merchants seek to employ.

A window-dresser who creates unique and out-of-the-ordinary windows soon gains an enviable reputation in his city and attracts hundreds of people who enjoy witnessing his ability. A cleverly-designed window is always instrumental in selling goods.

GET READY FOR THE CHRISTMAS SHOWS.

It is now well toward the middle of November. The Christmas goods will be in shortly and the Christmas trims are expected to exceed all previous efforts. The windows are expected to be very elaborate in design. Now is the time to be thinking about them.

Don't leave them until a few days before they go in. If you do you are going to put yourself to a lot of hard study and worry.

You can plan your backgrounds, etc., now better than you can later on. You can make the framework at your leisure before you get rushed with the interior decorations and the window work of the busy season.

You can get your puffing and pleating work done now and have everything put away in readiness for the rush of the last week or two.

If you are having electrical effects you can get the time now to test them and have everything in working order. All this will enable you to put in better trims than if you left everything until the last moment.

H. H.

RECENT POINTERS IN DECORATION.

The window decorations in Toronto on the occasion of the Royal visit to that city were exceptionally good, and showed what could be done with just the goods themselves, and without the use of flags, pictures, etc. The outside decorations of

the stores were, of course, also very fine, but they can hardly be of use in getting pointers for future window displays.

Although crepe tissue paper is being more and more used, there was very little of it shown this time. If anything can be said to have taken its place it is mercerized goods and white and red cheesecloth. The latter is not as suitable for all kinds of drapes and folds as the crepe paper, nor does it present as nice an appearance, but the mercerized goods, which appeared in all qualities, are decidedly attractive, however used. Though they were seen in drapings and folds around the different objects, the principal use they were put to was in flooring. And it must be said that there are very few other materials that will do as well.

A good deal of lace was in evidence. Draped from point to point in a display, arranged in folds around the base, hung from the sides of the window or from the ceiling, and forming backgrounds were the favorite methods of using it.

A background of white lace embroidery for bright colored dress goods made a striking window. Another pretty effect was obtained by hanging silver and gold lace from the ceiling nearly halfway to the floor of the window. When goods that are best displayed on the floor are used, this hanging lace will do very well to fill up the window and add to the display at the same time. White lace was also used draped from stands, the tops of which were crowned with black picture hats or Gainsboroughs.

In one large place a handsome interior display was made by draping lace curtains from the ceiling to the shelves—a distance of about four feet—between each curtain a flower pot of red roses being placed. This design was continued the whole length of one aisle, and the effect produced by the contrasting red and white must have been a good thing for the sale of the curtains.

Jet and brilliant ornaments make good centres for displays of dress goods, and fans spread out along the front of such displays have always a good effect.

Feathers are difficult to place properly by themselves to make a satisfactory display. They are best shown with the hats. Feather boas, however, can be used for almost any purpose and will greatly improve the display.

C. G. H.

NEW NETS FOR WOMEN'S HAIR.

I would draw attention to the new hair-wavers, or fourches, as they are called here, for undulating the hair. You put the hair up over night, and when undone it remains like a wavy ribbon. We all know, or ought to, how very injurious it is to the hair to wave it with hot irons. The new nets are very large, and take in the whole of the hair, and are also a great improvement on the old ones. They are quite invisible, and the hat can be put on and off the head without danger of it catching in the net. The hair is worn thoroughly off of the face, and then bent forward by means of the undulation. A few rings of hair are sometimes left to fall over the forehead, and to keep these in place a concoction of gomme arabique is used, put on with a fine camelhair brush. The curls are fixed to the head by means of a soft hankchief.—Paris Correspondent Drapers' Record.

W. T. Devlin, on retiring from the shoe department of the Hudson's Bay Co.'s store, Winnipeg, was presented with an address and a writing desk and bookcase. He has taken over the boot and shoe business of A. G. Morgan, McIntyre Block, Winnipeg.

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A Review of Present English Fashions.

From The Drapers' Record.

THE long spell of public mourning has apparently trained the eye to delight rather in subdued and delicate tones than in bright and decided colors. A striking feature of the fashions of the season is the particularly artistic shading of the materials, and the soft, clinging character of our garments, with the exception of those specially destined for strong wordaday wear. Never were crepes, voiles, soft silks, and satins, more in favor, and even underskirts, made to go with dressy toilets, partake of the same character, Japanese silk being preferred to glace for the purpose, and Oriental satin to the make of satin which "can stand by itself."

The prettiest things possible await choice in the houses. Women have come to see that warmth may be combined with a generous display of dainty lace and chiffon, and that even a fur wrap loses nothing of its importance through being relieved by a frou-frou of some flimsy fabric. Neither is a touch of color deemed out of place, and it is no uncommon thing to see a Winter coat with white cuffs and revers embroidered in shaded silks, and, as often as not, finished by long lace or chiffon scarves.

THE NEW COSTUMES.

For travelling and walking costumes, rough faced tweeds, friezes, and zibeline cloth reign supreme, and the cut and fit of both skirt and bodice is now as carefully attended to in ladies' costumes as in gentlemen's. The double or triple flounce effect is seen on nearly all the new models, treated variously with strapping, cording, or braiding. Strapping is more in use than ever, and piping is not far behindhand, some costumes and mantles having every seam piped. There is a return to the Louis XIV. and Newmarket coats, which are decidedly becoming to tall slight figures, but which appear to be only successful when carried out in high class articles: the style of coat demanding a perfect fit to be a success. On the whole, however, the short bolero or bodice, such as would be made by a private dressmaker, is in better taste than longer coats. On a very good frieze costume, with triple flounce, much stitched and strapped, the bodice was caught to the waist by a deep stitched band of the material, and fastened across the chest by tabs and nice buttons, the material folded in two loops at the end, so as to impart a pouch effect. Cording and strapping in a hundred different patterns dominate cloth garments, and as to tucking, some styles seen on extra good articles are marvelous. A striking example of this was seen on a beautiful Casino dress. The gown was of black taffeta, with wide insertions of ring net, with large lace and chenille flowers applique, and outlined with the narrowest possible ruche of pale blue ribbon, matching the foundation of blue silk veiled in chiffon. At each side of the entredeux the silk was tucked to the width of about eight inches, in tucks which looked mere lines, and on the hips—regular paniers were simulated by similar close tucking. At the back of the entire centre of the trained skirt was tucked, and at the foot a trellis-work in black velvet was introduced at intervals, and the skirt was finished by numerous net frills, edged with the blue ribbon. The bodice was all tucked, and en bolero in front, and two narrow straight directoire basques at the back. The back was trimmed with a band of the net, with a large applique flower at

the waist. The neckband and yoke were of blue chiffon, with very open silk feather stitching, and a very original touch was given by correct naval epaulettes of the chiffon supported by a bunch of the net and naval frills. A large lace and chenille flower rested on each epaulette. A front of lace over blue chiffon was laced to the sides of the bodice with black velvet ribbon through pretty little fancy gilt hooks, and hung in loops and rosettes almost to the waist. The sleeves were tucked, and had the insertion down the back, and the under sleeves were of the feather-stitched chiffon. The amount of work which this gown represented could only be understood by seeing it.

TRELLIS WORK TRIMMINGS.

No style of trimming is in greater favor now than this lacing or trellis-work, which appears on all sorts of garments, and in most unexpected places, as when the shoulder seams of a brocade opera cloak were laced together with two-inch wide satin ribbon, tied in a bow and ends near the elbow and ending in tags. On some dinner dresses the elbow sleeves are entirely composed of chenille trellis-work, ending in a loop fringe, and usually with a brilliant drop in the centre of each square.

Cording is as ubiquitous as tucking, and takes as many different lines. On a face cloth gown of a soft apricot shade the cording made large diamonds at each side of the skirt, the points meeting in the centre of the front. At the back the cording was in irregular sunray style, some of the lines meeting the foot trimming, which consisted of two inserted bands of apricot panne, of which the cloth was applique, in a design as fine as lace. This panne and cloth applique formed the collar, and bordered the bodice, cut as short zouave in front, and hanging in two slender pointed basques behind. The zouave was faced by pale green panne, of which the folded belt was made, and which appeared again at the waist behind, fastened by a large gold and pansy enamel buckle. The vest, of tucked cream net, was crossed on the yoke by lines of white and gold braid, and black velvet straps passing through jet slides, and the cuffs were treated in the same style. The sleeves were a model of many on the newest gowns, and were tucked at the top and open from the elbow, to admit of the introduction of a puff of the tucked net.

With regard to the length of skirts, it must be confessed that with the exception of severely plain costumes, specially destined for roughing it, the trained skirt is universal. Happily, for such wearers as desire to lift the skirt from contact with the dirt of the pavement, the Lady Dress-holder affords an efficient means of catching it up. It is made of two rows of square cord elastic, and the simple difference between square and round makes the success of this latest contrivance, as the material does not slip through, as in the previous skirt-holders.

MANTLES, CAPES AND COATS.

The new mantles do not differ materially from the styles of last year. The three-quarter sac and semi-sac are still up-to-date, but there is a decided feeling for flounced capes and coats, and occasionally for a double or treble flounce. Also capelettes are on many of the new models, and some have all the seams strapped or piped. A description of a few of the most extreme novelties will illustrate what is best for the coming months. Black peau de soie mantles with silk or cloth applique, sometimes furlined, are very

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REVIEW OF ENGLISH FASHIONS—Continued.

dressy. A handsome silk mantle, falling in points back and front had all the seams strapped with velvet, and the two flounces edged to match. Above the flounces was a band of rich passementerie, and the triple collar was open up the back, and trimmed with velvet and ostrich. The sleeves, strapped to the elbow, were full to a fitted cuff—covered with the passementerie, and a long black ostrich boa fell from the neck. A very smart and distingue wrap was a 42-inch semi-sac coat, in pale grey or fawn cloth, and beautifully strapped and corded. The flounce, sailor collar, and wide cuffs proclaimed one of the latest things in this line. The "bell skirt" coat is good, and the short fur boleros, with large collar and revers of other fur, continue in favor. This style is, for the first time, repeated in black velvet. A new touch is the introduction of a band of satin between the caracul of a bolero and the cuff of chinchilla, etc. Chinchilla and ermine are first favorites for trimming; indeed, ermine, real or artificial, is one of the features of the season.

ACCESSORIES.

Following closely on the boas are the autumnal ruffles which will serve as neckwear until the regular Winter sets in. These are generally of uncrushable chiffon or silk, and in a variety of shapes. The "fichu ruffle" and the "pelerine ruffle" are quite serviceable wraps, besides being dressy and becoming. Ends of wide velvet ribbon are frequently employed, and some are edged with fur.

Lace collars and boleros are more popular than ever. Apropos of neckwear, ladies' corded stocks with ends fastened at the neck by a pretty ornament are more in request than ties, but wide lace and chiffon scarves always hold their own.

Cretonne applique, touched with tinsel, is becoming more general, both on dresses and scarves. Rather a daring gown was made for a lady recently of ecru net in the new square mesh, applique with large cretonne thistles in natural coloring and outlined with silver. A dash of velvet applique on net or lace is, however, more fashionable, provided the design is not rendered heavy by it. In the best makes of this lace the velvet does not cover the floral design, but appears here and there on it, in irregular splashes.

There is a decided tendency for long lace mittens instead of gloves for evening wear, which is not exactly comforting to the glovers, who are already bemoaning an appreciable falling-off in the demand for gloves, since ladies have taken so much to outdoor games and also have ventured to appear at all times and on all occasions gloveless during the hot weather.

THE FEELING FOR FANCY COSTUMES.

On the other hand, drapers may congratulate themselves that the present feeling for fancy costumes, instead of the severely plain tailor-made coat and skirt, must very much benefit their trade, as an up-to-date costume requires much fancy braid, velvet lace, buttons, etc. Another marked feature of the fashions of the season are the enormous padded quills and single quills, some of the latter nearly a yard long. These trim the entire brim of one of the large round toques, and are made up in all sorts of feathers, natural and artificial. The blue and green metallic hues of the Nicobar bird's plumage is, unfortunately for the bird, in high favor. Stuffed birds are in great assortment, but it is very doubtful if English ladies will readily adopt this style of garniture, which cannot be said to be at all pretty, and which, entailing as it does the slaughter of so many otherwise useless birds, is known to be strongly

disapproved of by the ladies of our Royal family and others whose position enables them to set the seal of the chic or the reverse on fashion.

MILLINERY STYLES.

Feather hats, too, are being displayed in greater variety than before, and follow closely the shapes of hats of other materials.

Toques and hats made out of a large felt or cloth or velvet plateau are extremely smart, and there is a run on those of very rough hairy quality. The success of such coiffures depends entirely upon the taste and skill of the milliner who drapes the material on the foundation. As a rule, the plateau is puckered or folded and fastened with small paste or steel pins, and simply trimmed with a quill stuck through. Nothing could contrast more sharply with those rugged camel or goat hair plateaux than the plateau of mirror velvet in exquisite shading, finely embroidered in little cut beads, silk and tinsel aluminum, being extra good. Some of the felt giant capelines are fully three yards in circumference, and lend themselves readily to the manipulation necessary to transform them into the fashionable toque. Double brim effects are general, and the fashion of slitting the brim to thread velvet or silk ribbon through it is very general. Quills are also stuck through the felt, etc., with complete disregard of subsequent consequences to the stuff. The black velvet picture hat, trimmed with sweeping ostrich plume, is far too becoming a coiffure to be laid aside for any newer style, and very beautiful models of such hats are ready for purchase. The brim is lined with tucked chiffon, glace, ostrich, or with ecru guipure, threaded with velvet. White felt hats are very fashionable, particularly when trimmed with black velvet and plumes.

On the whole a good season is confidently anticipated, with a far better one next Spring, when all the grand State functions will be in the near future.

A BUYER'S LATE REPORT.

A buyer just returned from the New York market noticed a strong feeling for greens in neckwear. This, however, he did not think would be felt in Canada for some time. Blues were also popular, in figures and stripes.

The death of the President has brought out a great number of greys, and this may affect the trade in Canada to a certain extent.

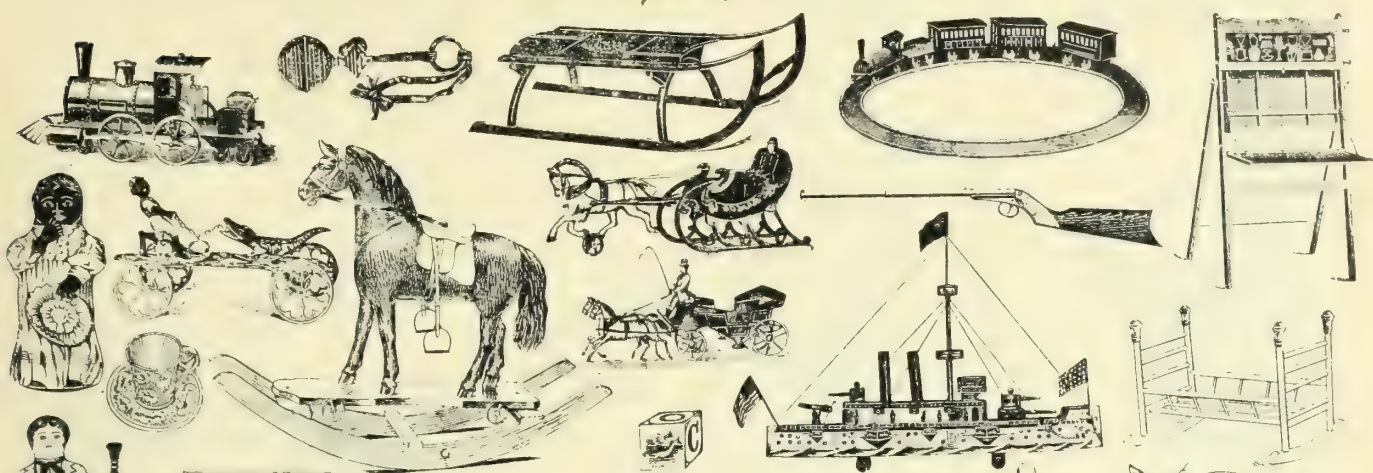
Red is not as good there as it is here. In fact, to quote our buyer friend, red is never as good in the United States neckwear trade as it is in our own.

Brown is to be the popular color in clothing shortly, and one or two dealers have been expecting some brown effects in neckwear, but the best authorities do not think there is any chance of its becoming popular. Brown has been tried two or three times, but never with any degree of success.

FIRM SEEKS INCORPORATION.

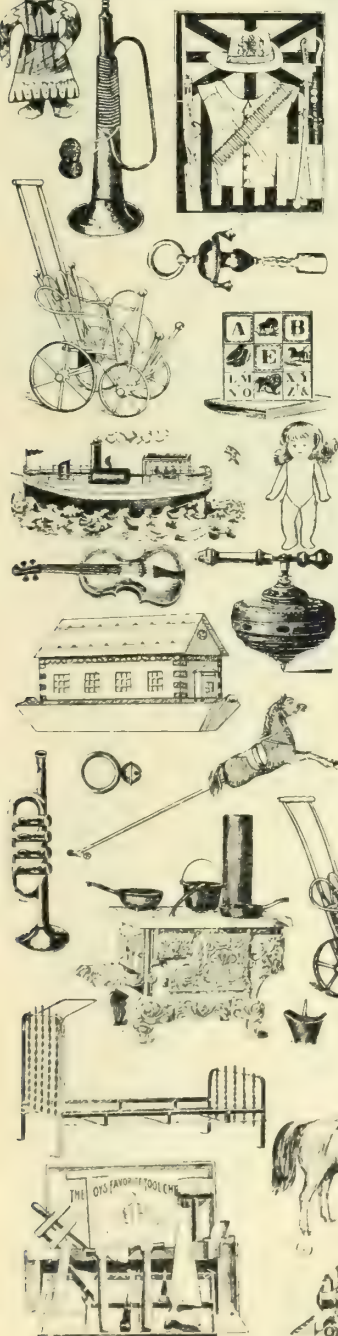
The firm of Caverhill & Kiscock have applied for a Dominion charter of incorporation, the proposed corporate name of the company to be The Caverhill-Kiscock Co. The intended amount of capital stock is \$300,000, and those making application for the charter are Messrs. J. B. Caverhill, William Kiscock, A. S. Robertson, G. W. MacDougall and W. J. Henderson, the three former gentlemen to become first directors.

Oct. 28/01
Los Angeles Public.
No. 2/57



NEW
CATALOGUE
NOW READY

Nerlich & Co.
TORONTO



Waists

Silk, Cotton, Flannel,
Cashmere and
Velveteen.

PRESENT TRADE.



SOME retailers cancel their orders and lower the big piles of unfilled specifications upon the manufacturers' desks, but others come along with their wants, and on the whole the demand is even greater than a month ago. The appetite for flannel waists cannot be satiated. A certain retailer of considerable importance visited our best factories a week or two ago and picked up all the flannel waists he could lay his hands on. The rush for these goods upon the retail trade has been unprecedented and the result is that the flannel itself is scarce. Even the dry goods houses have been cleaned out of all sorts of French flannels. Fortunately, some large shipments are coming to hand this week, but the goods have nearly all been sold ahead.

The popular effect in flannel now, from the manufacturers' reports, seems to be the printed in Persian effect. The stripes are rather narrow. Mal Russian is also a very good printing, looking more like hand embroidery.

But the heavy run on flannels has only stimulated the demand for silks. Silk waists were never more popular than they are at the present day. The orders are small, but numerous, and the aggregate is entirely satisfactory, so satisfactory that some of our better firms are looking for larger premises.

SPRING WAISTS.

The chief concern is for the Spring. While there is yet some uncertainty about the coming styles of cotton waists, silk and flannel waist fashions appear to be fairly well determined, at least in their more important features, and the Canadian designers are now beginning to get to work upon their Spring samples. Some are going to put off the day till January; others will be out before. Silk skirts and coats will probably be shown first.

As appearances go now the short sleeve will be largely worn. The popular long sleeve will be a combination of three styles that have reigned: the Bishop, Butcher and Bell, the three B's. The Bishop puff will extend a little below the elbow, very little, when it will give way to the Butcher or dress cuff, and then will follow a Bell or soft flare cuff. This will make a dressy and pretty sleeve. The collar will be lower; in some cases there will be none. A bow will be provided, but it will be situate behind the neck, not in front; the straps that keep it in place will come round the neck, cross in front and be fastened with a gold or silver buckle. That is one man's idea, and he is thoroughly reliable. There will be another bow down at the loosest part of the waist. Button backs will, of course, be the really new feature, although of course, they are worn a great deal now. They talk nothing else in New York, and, to give the desired effect to the waist, they must be accepted, with all their inconvenience. In cotton waists, the latest idea is the revert to the yoke. Visitors to New York tell us this idea has "caught on" there.

Embroidery is likely to be even more popular next Spring than it has been this Fall, and that is saying a great deal. Our illustration shows to what extent it is being carried just now with soutache braid and Persian floss. But the great trimming will be applique lace, set into the goods. Next year is to be the great lace year, and fancy silk trimmings made into the lace effects must be put upon the waists. Of course, only the higher-priced productions will afford it.

A new feature in the way of fancy machine work is a new hemstitch, about half an inch wide, underset by a contrasting color, and given a fancy effect by lacing. This is all done by one operation of the machine, an ingenious contrivance. Other machine work, such as tucking, will be more popular than ever.



A handsome embroidered waist shown
by the New York Silk Waist
Manufacturing Co.

MATERIALS.

Materials show no great change, nor is there any likelihood of their doing so for many months to come. Plain stuffs have the main call in silks. In flannels, lighter weights and printed goods will be largely worn; flannel has proved itself a comfortable as well as a pretty garment, and is likely to stay with us quite a considerable length of time. There is an attempt being made to put Nile green forward as a leading color, but its success is doubted. Silks are advancing in price, the rise amounting to about 10 per cent. during the month.

A MORNING WITH PARIS MODELS.

A manufacturer who has lately had an opportunity to critically examine a display of Parisian waists, has kindly given us some ideas he derived from the inspection:

"If there is one garment more than another that interests a buyer, it certainly is a waist model, especially when Paris is

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season.
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stamped on the ticket. The general appearance of the shipment, as seen by the writer, was, at first glance, somewhat bewildering, but upon closer investigation one can see the affinity between the Parisian and the domestic article. That they were 'waists' one had to be reminded of, and let me say right here that another name will have to be secured to distinguish between the elaborate waist from a Paris salon and that of the \$1.98 class. To have a waist adorned with trimmings of all sorts and shades is pretty, to say the least, but when that waist is made up solely of ornaments, from a pure guipure applique on lace foundation, with the lining of satin duchesse and the lace of a solid worked pattern, even to the collar and cuff, then I say that waist was 'designed.' It was so evenly worked out that no patching up of the cheaper class of imitation laces could possibly be substituted. Another feature of these waists was their unique completeness. I mean by that that one and all could have been worn with practically any well cut skirt, and not be out of place. It would also be quite correct for semi-evening dress.

"Every figure could not have been fitted with any one of them, but there was one for every style of figure. Their originality was marked in many particulars; the price, for instance, ran as high as \$125 each; there were none less than \$50. The detail in construction and complete finish, the appropriate setting to suit the design, no mark out of place, every line in accordance with each other, were other striking features. The long sleeve had a low-effect bust; where lace appeared nothing marred its perfect lines.

"There were one or two that seemed favorites. One was a white satin duchesse body, covered with black silk lace, the waist somewhat of a Persian pattern, over which appeared lace applique in clusters; the shoulders were long, making the upper part of the bust look tight; the sleeves were Louis XV. with collar to match, edged with fine silk cord, finishing off the waist in a very complete way. The opening was well hidden in front with chiffon ends.

"Another model, again in the black class, consisted of very fine chiffon, put on over panne velvet, with soutache braid at opening, yoke neck. One had to look a second time to see where the value came in in such a waist as this for \$75. You could not say that there was any distinct feature about any one of these elaborate productions. They had a feature peculiar to each, which made them of so much marketable value. And therein lies the success of the true designer. To my mind the task of designing, as we know it, is more difficult to the maker to-day where they have to speculate on cloth as well as style. The demand for this class of goods is limited, as also the supply, and many are the copies of 'parts,' that in time find their way into the market. In one waist the effect of a sleeve is taken, another a front, and so on; yet no domestic maker is capable of producing the unadulterated article, viz., the Paris model."

WAIST NOTES.

There has been a great run on lustres during the past month and the factories have not been able to supply the demand for \$3.00 waists. Cables have sent for further supplies of material.

The American Silk Waist Manufacturing Co., Montreal, have sent a line of samples to South Africa where they expect to pick up some trade. While these samples were in London, they were greatly admired by English buyers, and if sufficient time is allowed for delivery it is likely that business will result. The styles, fit and workmanship greatly pleased the

Londoners and they seem willing enough to pay the 50 per cent. freight charges to get the goods.

Look out for a big change in the style of cotton goods, is heard on all sides, both from maker and retailer. Some houses are out with samples at present waiting; others are holding back.

P. M. LeMaistre, of Stewart, Allan & LeMaistre, has returned from New York after spending two weeks working on new designs. They are showing three or four of the best values ever submitted to the trade in silk waists for immediate delivery, 7 to 10 days, prompt.

PASSING NOTES IN THE DRY GOODS TRADE.

ON severing his connection with the staff of Geddes Bros., Sarnia, Thos. L. Scott was presented with a pearl and gold mounted opera glass.

Napoleon Tousignant, dry goods merchant, Montreal, is dead.

Raby & Co., dry goods merchants, Victoria, B.C., have sold out.

The stock of The B. Grennan Co., dry goods, etc., Acton, Ont., has been sold.

W. B. Kellett, dealer in dry goods, etc., Sarnia, Ont., is retiring from business.

The assets of Alex. Morin, jr., dry goods merchant, Hull, Que., will be sold.

The Standard Carpet Co., Limited, Forest, Ont., have obtained a charter.

C. H. Shera, dry goods merchant, Port Arthur, Ont., assigned to J. G. Strong.

A. Laurens, dealer in dry goods and groceries, Portage la Prairie, Man., has sold out to T. Stait.

Hannay & Harold, milliners, Kingston, Ont., advertise their business for sale.

The assets of D. Lanthier & Co., dry goods merchants, Montreal, have been sold.

Belcher & Irwin, corset manufacturers, Toronto, have been succeeded by Belcher & Snider.

T. G. Whiskard, dry goods merchant, London, Ont., advertises his business for sale.

The stock of J. B. Sasseville, dry goods merchant, Quebec, was sold at 80¼c. on the dollar.

The stock of John A. Allan & Co., dry goods merchants, etc., Mitchell, Ont., was sold by auction.

Fraser & Ross, dry goods merchants, Brandon, Man., suffered a slight damage by fire; insured.

James W. Simpson, dealer in knit goods and gloves, Hamilton, Ont., is giving up business.

W. J. Moran, dealer in dry goods, etc., Amherst, N.S., has assigned to A. B. Etter; liabilities, \$27,000.

Hecht, Lock & Co., wholesale dealers in mantles and ladies' wear, Montreal, have dissolved partnership.

A. R. Smith's new dry goods store at Wingham, Ont., was opened October 1 and the new store is doing some good advertising in the local press.

Wm. McCausland, vice-president of the Continental Costume Co., Toronto, was presented with a Crown Derby dinner-set on the occasion of his marriage. The presentation was made by Mr. R. Millichamp, president of the company, and his appropriate remarks were seconded by Messrs. G. T. Irving, T. D. Bailey and D. W. Glass.

.. Cotton Comforters ..

We have had a larger business in this department than any previous year, and have been delayed in getting out our orders, but we expect to have the decks clear by November 10th, and can then attend to **Rush** orders.

THE ALASKA FEATHER & DOWN CO., Limited
Montreal.

1902

WILL UNQUESTIONABLY BE

"THE SILK SEASON OF THE PERIOD."

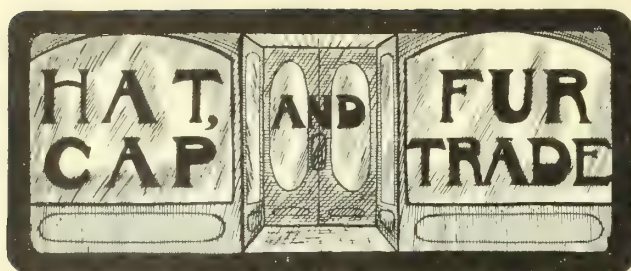
Critical buyers will find us fully prepared with an immense assortment of Foreign Lines of dependable styles, surprising in its magnitude of wonderfully attractive saleable effects.

Our Exhibit will soon be placed before you, through our representatives, and warrants close attention from every dealer desiring Exceptional Silk Values. "Wait for it."

— **LOOK AT EVERY LINE** —

BUT DON'T BUY **SILKS** UNTIL YOU'VE SEEN OURS
AND COMPARED PRICES.

J. FRANK RIEPERT, 23 HOSPITAL STREET **MONTREAL**



Getting Furs in the Yukon.

A thousand men, exclusive of Indians, are engaged in hunting and trapping in the vast extent of fur-bearing country on the Upper Yukon. Dawson is the central market for this fur country, and sends fully 40,000 peltries annually to the great fur markets of London and New York. The industry yields an annual revenue of about \$350,000.

In Dawson, London quotations govern, being fixed twice a year—in March and in August—by a board of principal dealers of the city, and prices are gauged according to that scale in all parts of the world except Russia. The present rates, compared with last year's prices, show an increase on bear, beaver, otter and mink, and a decrease on silver grey fox, marten, wolf and wolverine. A wide difference, which is often noted between maximum and minimum figures, is due to variations in the shade and quality of the fur and to the time of year in which the animal was caught. For instance, the pelts of bears caught in the Spring, just after the hibernating process is over, are worth more than those secured in the Fall, because their fur is soft and thick instead of harsh and thin. In all pelts, Winter fur commands often three times as much as Summer fur in price, and in most cases dark colored fur is worth much more than the lighter varieties.

As to the variety of furs, marten pelts are the most numerous and black fox the most scarce. The latter is the most valuable of all the furs in the Upper Yukon, a good pelt readily bringing \$300.

The Fine Panamas.

Those who visit the display of Panama hats in the Ecuador Building at the Pan-American Exposition feel somewhat out of place in wearing the coarse variety so extensively used in this country. In the exhibit are hats such as have never been seen in this country before. In fact, one valued in Ecuador at \$150 is the finest that has ever been made, with the exception of one exactly like it which was made by a native of Ecuador expressly for the Paris Exposition, and at which it was awarded the gold medal. It was so extraordinarily fine that the judge doubted that it had been made by hand, and had to cut it to determine the matter. These two hats were made of a very fine straw known as toquilla, the shredded leaf of a peculiar palm. The shreds or strips were rolled into a strand as fine as the ordinary sewing cotton and then braided into shape. In order to prevent the straw from breaking while working with it, it was necessary to make the hat under water. The hat on exhibition here weighs only seven ounces. There are a number of other hats shown that are coarser, but infinitely finer than have been seen in this country before. These are made in the evening when the atmosphere is sufficiently moist to prevent the brittle straw from breaking in handling. The material employed is known as mocora straw, a coarser variety than the toquilla.—New York Hat Review.

What Goes in New York.

The Fall derby, the one that sells largely, is black, and unless the unexpected happens, the Autumn season of 1901 in stiff hats will be a black one—it is already good, and will be very much better as it advances.

There is a disposition from year to year to follow or reproduce in each succeeding season the shape that prevailed in the preceding season; a successful felt shape of the Spring, for instance, is developed in straw for the following Summer, and a popular straw hat shape is again brought out in a soft felt, and so on—probably "it goes," and maybe it falls flat; we rather think the latter result is the rule. Men generally prefer a change rather than the same old thing, and if this fact were duly considered in designing shapes in hats of any and all materials, we fully believe more hats would be sold, and that each season's business would show a marked improvement, to the decided advantage of all concerned; it is just as well to think twice, for it is generally true that second thoughts are best—the degree can be determined only by the test.—New York Hat Review.

Wholesale Trade.

Travellers for importing houses are still on the road taking Spring orders in hats, and, while business is good, purchases on the whole are not quite as heavy as those of last year. The hard felt hats with higher crowns are being ordered freely, a sign that dealers expect a demand for this fashion, although there is still a good sale for the low crowns.

The English soft felts, or golf shapes, are regarded with favor. They have no curl, as in fedoras, but are rolled up at the sides, some with wide, some with narrow brims. They have a natty appearance. American soft shapes have a ring or buckle on the quarter.

As to caps, tweed golfs are still in demand. The naval or automobile shape is in much favor.

Gift to the Princess.

The gift of the women of St. John to the Duchess of Cornwall and York consisted of a mink and ermine stole and mink muff in Empire style. The collar is two skins wide at the neck, widening to the waist. It is ornamented with 10 sable tails arranged in two rows, four at the neck and six finishing off the ends of the stole. At the neck the tails are surmounted with mink heads and gold clasps. These clasps consist of two medallions, one containing the New Brunswick coat of arms, the other the Royal standard in enamel. The muff, of Empire shape, is lined with ermine. The whole set is enclosed in a case of silver birch lined with white satin and finished with silver mountings. On the cover is a silver plate richly engraved, bearing the city coat of arms and motto, and the inscription, "Presented by the Women of St. John, New Brunswick." The whole design for furs and case was supplied by Manchester, Robertson & Allison, and is very beautiful in conception and finish.

Men Are Cranky.

Men are probably more cranky about their hats than they are about anything else they wear, says a Chicago paper. No man will let another person put his hat on his head for him. He must put his own hat on or it will not feel right. A friend may lift one's hat from one's head, and put it back again without the deviation of a fraction of an inch, and yet the hat will not feel as it did before, and the owner will have to adjust it before he will again be comfortable. Dealers in clothing can fit the article

James Coristine & Co., Limited

Manufacturers
—of—

HIGH-CLASS FURS

MONTREAL.

Sorting orders will have prompt attention. Catalogue and
Price List on application.

James Coristine & Co., Limited

Importers
—of—

Felt Hats, Caps and Straws

MONTREAL.

Our representative will submit samples during the month.
Styles and Values never better.

The **BISHOP** NATURAL
LEATHER

Fur Robes and Coats

GUARANTEED

to be the best goods for the money, in the world. Be sure their name on
silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of Canada and
the United States.

THE J. H. BISHOP CO.

IMPORTERS, DYERS, SKIN DRESSERS
AND MANUFACTURERS,

Sandwich, Ont.

Wyandotte, Mich., U.S.A.

HATS AND CAPS—Continued.

that they are selling to the customer. They can put it on the shoulders, pull down the sleeves and jerk it about until the back is smooth, but the hatter has to allow the customer to do his own trying on. The buyer moves it around until he finds that it settles in a comfortable place, and then he steps to the mirror to see how it becomes him when worn in a comfortable position. If he likes its looks he will take it, but the hatter has nothing to do with the sale except to take the hat out of the box and explain the price at which it is sold. This hat peculiarity is common with all men. It may be because a strange hand cannot pull the hat down around the lines of the head, or it may be because the strange hand ruffles the hair and in this manner gives the head an uncomfortable feeling. At any rate, the uncomfortable feeling is there and one is conscious of the fact.

Would English Hatters Unite?

The English Hatter has been discussing the rumor of an American hat combine and what English hat manufacturers would do under the circumstances. It says: "Are we to form a similar combine to fight them with their own weapons? 'No, certainly not,' says an old-fashioned hat manufacturer; 'the Americans can do us no harm in this country, and in America the people who buy English hats are chiefly Britishers, who will pay any price for their hats so long as they are of English manufacture; as for the continental trade things will not alter much.' These and similar arguments are heard in the hat trade from men who do not look ahead, and who are content to jog along in the old comfortable way. Is it really true that a combination of the hatting houses in America—and it is there where we find the largest of all manufacturing hatters—would have little or no effect on the hatting trade of the world in general? It must be admitted that the purchasers of hats in the United States are those who would pay almost any price if the hat is of English make, but the trade done in this way and in that part of the world by English houses is insignificant. We should not lose much if it were taken from us; but when we say that the Americans will not invade England and the Continent and the shipping trade generally with their goods, it is then when we are apt to fall into an error. What if the Yankees adopt the plan the German papermakers are working upon at the present moment, amongst whom an understanding exists? The German workman in this case is paid on a weekly wage, and not on piecework, so that the mills run full time and the surplus is exported at cost price." The English Hatter thinks if this plan was worked in the hat trade, or factories built in England by American capital, the English trade would suffer.

Our contemporary continues: "Of course the manufacture of hats is a most complicated process, and, apparently, does not lend itself to being dealt with by a combine in the manner which some industries do. Almost all the hatters have their own special make. In Denton, if we gave to three firms there exactly the same quality of raw material, when the finished hats were examined we should find three distinct qualities of hats. One of them thin, firm and flexible; another soft, with a velvety touch; whilst the other would have a thick felt, with plenty of body in it. This would be the case in the event of a combine, and would tend to produce confusion, but these are matters of detail which soon solve themselves in the hands of practical men. The American makers may divide the factories into separate processes, one being given entirely to

body-making, another to blocking, proofing and finishing. In many ways it might be worked, and no doubt will be.

"Some may ask what other advantage, beyond meeting the competition of the Americans on an equal footing, would the English manufacturers derive from a combine. One of the greatest would be in the enormous saving of expenses. A well known manufacturer in the north said that out of the Denton and Stockport hatting district there went each week about 100 travellers, the work of which, under a combine, could be done by 10. Travellers' expenses are to be reckoned amongst the greatest the hatter has to bear, and here we find 90 per cent. saved. Even allowing a little and saying that 75 per cent. of the expenses would be saved, we still have an extremely large reduction of the expenditure. The benefit thus brought about would be to the advantage of the buying public. There would be a tendency to sell a better hat at a reduced price, and thus the general public would participate in the advantages of the scheme. Another advantage would be in weeding out of those retailers who are insolvent, and who are trading on the credit allowed to them by the wholesale—that class of retailer who orders a lot of stuff off one house and then transfers his custom to another, and with the returns upon the goods of the second house pays his debts to the first house. We hear that this class of customer numbers nearly 50 per cent., but we are loth to believe it is so large as this. It certainly is large, and would be greatly reduced under a combine, so that bad debts would become a rare occurrence, and so bring about another big saving. Then there are numberless questions, such as the box returns allowance, carriage, and the big problem of dating, all of which would be speedily settled were all the houses of one mind."

It is said that one reason why an English combine failed to materialize lately was the impossibility of finding places for the sons of the present manufacturers.

James Coristine & Co., Limited, are busy filling repeat orders, and report that business was never better.

COLIN McARTHUR & CO.'S FIRE.

On Monday night, October 28, part of Colin McArthur's wall paper plant in Montreal was destroyed by fire, and at one time the flames threatened to consume the whole of the establishment. Yet, owing to the good work of the firemen, the fire was checked when about two-thirds of the factory had been ruined. The remaining portion of the establishment, containing all the printing presses and print rollers which, it seems, were injured only by water, was untouched by the fire. The warehouse and office separated from the factory by a narrow lane escaped free, leaving the firm an opportunity to complete all shipments. In fact, some shipments were made the next day, showing that business has not been interrupted.

Mr. McArthur is now busy preparing for the re-erection of the plant and he expects that everything will be restored and in full running order in two months' time. The Spring business will be done as usual.

The damage amounted to \$50,000 or \$60,000, which was fully covered by insurance.

The Beaver Rubber Clothing Company say their latest style of waterproof is a single-breasted, box-back coat, with cuffs and Raglan pockets. It makes up very nobby and ought to still further popularize the waterproof, both for fine and wet weather.

I AM MAKING, IN MANY NEW AND SMART STYLES,

Coats, Capes and Jackets

of Seal, Persian Lamb, Mink, Broadtail, Astrakans, Electric Seals.

Neckpieces

in Russian and Hudson Bay Sable, Ermine, Chinchilla, Bear, Lynx and ALL OTHER FURS.

Seal Coats a Specialty

Gentlemen's Fur-Lined Coats, and a full line of Coachmen's Outfits, Fur Caps, Gloves, Robes and Rugs.

Fur Trimmings of All Kinds.

J. Arthur Paquet - - Quebec.

SAMPLE ROOMS—5 Victoria Square, Montreal. 52 Bay Street, Toronto. 338 Hastings Street, Vancouver.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

Consisting of 126 Steamers Aggregating 450,000 Tons.

BEAVER LINE

Regular Weekly Service between Montreal and Liverpool.

From Liverpool.	STEAMERS.	From Montreal.
Tues., Oct. 15	LAKE SUPERIOR	Friday, Nov. 1
" " 22	LAKE SIMCOE	(New) " 8
" " 29	LAKE MANITOBA	(New) " 15
" Nov. 5	LAKE ONTARIO	" " 22

Steamers sail from Montreal at daybreak, passengers embarking the evening previous any time after 8 p.m. and from Quebec about 3 p.m., shortly after the arrival of the C.P.R. and G.T.R. trains from the West. Passengers from the Lower Provinces make close connection with the steamers by the train arriving at Quebec Friday at 11.55 a.m.

FIRST CABIN—Single, \$17.50 and upwards. Round Trip, \$90.00 and upwards. SECOND CABIN—Single, \$35 and upwards. Round Trip \$68.88 and upwards. According to steamer, location and number of persons in room.

STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50 and \$25.50.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
158½ King St. West, Toronto.123 Bank St., Ottawa.
47 John St., Quebec.

You'll lose your pants unless you get a box of Automatic Buttons.

To Unlock Button Simply Raise the Key.

U. S. PAT. JUNE 8, 1884.
ENG. PAT. No. 11,530.

NO NEEDLE REQUIRED.



J. V. Pilcher Mfg. Co.

MAKERS

914 Mason Ave., Louisville, Ky.

THE "DERBY" LINK

Pat. Nov. 29, 1888.



"TIP"—Has Lever Button.



For Round or Link Cuffs.

Prime Factors.

Having a resident European Buyer enables us to make free use of the cable, which aids us very much in accomplishing our great aim to have the right goods at the right time.



There are now certain lines recognized as sure, strong features for November trade. Of these prime factors are Silk Velvets, Panne Velvets, Taffeta Silks, Tamoline Silks, Plain Ribbons, Black Satin and Velvet Ribbons, Escorial Applique Laces and long Black Ostrich Feathers.

Never has our business given the same strong evidence of an up-to-date stock as this season.

This applies to all departments. We have full steam on in the factory and would strongly advise Jacket Buyers to anticipate their wants early to make sure of delivery in time.

Don't let distance keep you from having the right goods. Send for Samples.

S. F. McKINNON & CO., Limited, **T**ORONTO and MONTREAL.

Canadian Millinery Review.

Autumn Season, 1901.

RETAIL MILLINERY OPENINGS.



HOSE retail millinery openings that were rather late in taking place were none the less successful for that. A few which were almost a month behind their last year's time were about the best attended their proprietors ever held.

McFarland & Richards, Dundalk, Ont., held theirs on September 30, in a show-room decorated with real, white and blue trimmings and flags. Children's hats were made a specialty. On

the next two days M. Richardson & Company's rooms were thrown open. White curtains were draped through the interior, decorated with asparagus. Palms here and there, and two hanging baskets of flowers added to the beauty of the interior. J. D. Brown's rooms looked beautiful. They were adorned with autumn leaves and mountain ash berries, their bright colors being set off by the dark foliage of a number of large plants set around the rooms.

In Hanover, Ont., the openings of Graf & Weppeler and George Lorenz took place on September 27 and 28. The store of the former firm was fitted up exceptionally well, a number of pictures hung in various places being a pleasing innovation. Red hutting was draped from the four corners of the ceiling to the centre, and the mirrors were tastefully decorated. A cosy corner, screened by two large palms, was an appreciated feature of this opening. George Lorenz's display was much admired, and his rooms were crowded with visitors, although his new head milliner had been late in arriving and had little time to get things in shape.

John E. Boles, Ingersoll, Ont., always has a fine display. This Fall, in addition to his millinery display, others of dry goods, furs, etc., were quite as interesting and proved, doubtless, as financially successful. On the second floor an orchestra provided music for the occasion.

The Big Spot Cash store, of Kamloops, B.C., is a favorite in that town and its millinery openings are always memorable occasions. A large assortment was shown this season. McArthur & Harper held theirs at the same time and had a lot of work attending to the throng of ladies who came to see and buy. Their stock of ready-to-wears was exceptionally large.

One of the best attended openings of St. John, N.B., was that of J. C. Cameron & Co. The windows and interior displays were beautiful, and brought this enterprising firm many compliments.

In F. T. Hill & Co.'s store, Markdale, Ont., a pretty bit of decoration was made of a large mirror draped with

mousseline de soie and lace, garnet and green velvet, and other novelty materials. From the ceiling hung large baskets of flowers, and folds of silk and lace draped from the four corners of the ceiling to the centre. McFarland, Stafford & Co. also had a successful opening in spite of the bad weather. Many plants and flowers, evergreens, autumn leaves, etc., were used in these decorations, while the hats were displayed on tables in the centre.

Three Vancouver, B.C., millinery openings took place on September 25. The Hudson's Bay Company's store was one of them, and their display was one of the finest in the Province. The rooms were tastefully adorned with many kinds of decorations, and all day they were filled with visitors. Scott & Kennedy's well-lighted room on the second floor was a great point of attraction, and the mirrors, draped in blue silk, formed a pretty background for the hats. Scougales' opening was no less successful. They were said to have excelled all former efforts in producing a handsome display of the latest Fall millinery.

The Northway Company, Ridgetown, Ont., besides a large display of hats, opened their fur and costume rooms to visitors also, with the result that these were as crowded as the millinery rooms.

The display at T. R. Preston's store, Tweed, Ont., was accompanied with the finest weather and was a great success. Their display of hats showed much originality of design that was a credit to the store. Everybody said that Black's display was far ahead of any previous one, which says much, as this store is known for its taste and general selection of millinery. Maple leaves were used to decorate, and at night the numerous electric lights heightened the effect.

The W. H. Whalen Co., Fort William, Ont., held a three days' opening, which, from all points of view, was a big success. An unusual number of hats was shown, and the display was agreed to excel in beauty any previous one.

John Dobbins, Regina, N.W.T., produced a display which has rarely been equalled in that town. The openings were held on October 1 and 2, and were attended not only by the ladies of Regina, but others for miles around.

One of the best displays at Bridgeburg, Ont., was that of Wm. Vahey & Son, which took place on October 4 and 5. The millinery and decorations were given much praise from the visitors.

In Thornbury, Ont., J. Lund's millinery opening was attended by many gentlemen as well as a large number of ladies. The rooms contained a cosy corner in red and silver; a large mirror draped in green and pink silks, and a showcase in pink and cream, added to the beauty of the rooms.

The openings of Brandon, Man., were mostly held on October 3 and 4, and the attendance all around was much larger than ever. At R. D. Rankin & Co.'s the opening was a memorable one. The showroom was artistically

MILLINERY—Continued.

draped and lay figures were used to exhibit the goods. Nation & Shewan were never more successful in their choice of hats. Visitors crowded their store from morning till night, and were struck with the display of children's hats no less than with the other millinery. I. R. Strome held the best and most successful display in the history of his store. The opening would have done credit to any store in any city. Fraser & Ross do not have a special millinery department; but, nevertheless, the stock of ready-to-wears was a feature of the Brandon openings. Their dress-goods department received hundreds of visitors.

Durham, Ont., openings were held on October 4 and 5. Morlock's was one of the best. No window display was attempted, but the interior was very beautiful. The showroom is fitted with electric lights and gave every opportunity for an examination of the many hats. At Ireland's, the window display was a feature, and drew many passers by inside, where they were delighted at the millinery display. This was one of the best openings ever held in Durham.

Grey Bros. & Co., Meaford, Ont., are quite satisfied with the results of their opening. Besides the large assortment of picture hats, ready-to-wears, etc., a line of hats for girls attracted much attention. Oscar Boden has had so many splendid millinery openings that it is well known in Meaford that his place will always afford a pleasant visit. And this year's opening fully sustained the reputation. Their millinery showed much good taste.

Stratford, Ont., openings were accompanied with bad weather, but this did not seem to bother the ladies of the town. J. A. Duggan's store interior was profusely decorated, and a number of large mirrors reflected the beauty of the hats. The Arcade was also beautifully decorated. Here, the dry goods and mantle departments were as great attractions as the millinery. D. F. & Co.'s store exhibited hats from American and European centres, and all the latest imported trimmings. Mr. Ferguson visits the foreign markets in person. This opening was a big success.

Lilly & Carter, Dauphin, Man., showed much good taste in their store decorations as well as in the assortment of millinery, and were rewarded with a visit from almost every lady in the place.

The opening of P. Winram & Co., Manitou, Man., took place on October 1 and 2. Red and blue bunting outlined the upper walls; a large mirror was draped with white lace curtains; pyramids of carpet were draped with braided ribbon in different colors, and many other ingenious and attractive decorations helped to make a very beautiful room.

In Brampton, Ont., the Fall opening of G. R. Anderson & Bros. was a most brilliant one. The bright colors with which the millinery parlors were decorated and the scores of beautiful hats brought many expressions of admiration from the visitors, who thronged the place. T. H. Shields & Co. are another satisfied firm. Their Fall opening was more largely attended than ever, and the assortment of hats will add to their already splendid reputation for good taste in millinery. The milliners of Robinson & Stork received many congratulations on their display, which was a credit to the firm. The use of black and pale blue in combination in the hats was an object of special praise.

Hagersville, Ont., openings commenced on October 1. R. Fisher's store was one of the points of interest. A feature of the opening here was the immense line of children's hats and tams. John H. Hager's window display first attracted attention. Beneath a prettily decorated arch a lay figure, in the most elegant costume, held visitors a while before they passed into the store, where not only

millinery, but furs, chinaware, bric-a-brac, etc., were all inspected by the crowds of ladies.

The millinery department of Gordon's store, Manitou, Man., was draped at the entrance and back of the room with lace and chenille curtains, and about the walls were Fall blouses, fur gauntlets, boas, etc.

The interest displayed in the opening of Diebel & Bricker, Essex, Ont., must have been very pleasing. As usual, the millinery parlors were tastefully decorated, red and white being the prominent shades, and many plants and cut flowers were used.

Portage La Prairie, Man., witnessed a most successful Fall opening in The T. A. Garland showrooms. The goods were artistically arranged, and hardly needed the other decorations to make a beautiful display.

One of Winnipeg's best openings was that of "The Fair," Frankfurter's store. Between the windows large mirrors were draped in rich yellow silk, and potted palms were placed at different points in the room.

The stock of Higgins & Webster, Roland, Man., is much larger and more expensive this year than ever before, and the trimmings and silks made handsome decorations on the occasion of this opening.

In Seaforth, Ont., E. McFaul's opening was a record breaker both from the point of view of attendance and in the display of hats. Pickard's, too, was crowded with ladies, who were loud in their praises of the goods.

The Robinson Company, of Napanee, Ont., showed many exclusive novelties and were well rewarded for their enterprise. Their rooms were unusually attractive. At the opening of The Hardy Dry Goods Company the millinery showrooms were thronged with visitors for two days, and they were enthusiastic in their admiration of the hats and trimmings.

Geo. H. Malcolm and J. D. Miller gave Kincardine, Ont., people a chance to see displays of millinery that surpassed anything of the kind ever held in that town before. Mr. Malcolm's rooms were decorated beautifully and the hats were more than usually attractive. In Mr. Miller's, colored silks were well used as a background to the millinery.

The decorations of the showrooms of the "Little Wonder" store, Delhi, Ont., were in red, white and blue velvet and pink. Over this red, white and blue gauze ribbon was draped, and streamers in the same colors were hung from the corners of the ceiling to the centre, where they were joined with a huge rosette.

PRESENT DEMAND FOR HATS AND TRIMMINGS.

Stocks throughout the country are now being broken into in all lines, more particularly in such staples as plain ribbons, satins, black and colored velveteens and velvets, silks, etc. The D. McCall Company were wise in making provision for the demand for these goods, and now, with an immense assortment and prices to compete with anybody, they are called upon to fill a great many orders in these lines. They intend to keep the stock up to its present mark right through the season. A very large shipment of black bunches, single tips and three-quarter flats has just been passed into stock, all of that long, silky fibre and brilliancy that will assure large sales.

Breasts in white, grey and black are in such demand that it is difficult to supply them, but they have been able to meet the trade. The weather, so far, has been very favorable to the millinery business, and it should be the best Fall season for many years. In ready-to-wear hats, camels hair goods are a huge success, especially in the turban and toque effects, which, it is thought, will con-

Wholesale Millinery

BLACK BUNCH TIPS
 BLACK SINGLE TIPS
 BLACK $\frac{3}{4}$ PLUMES
 BLACK VELVETS
 COLORED VELVETS
 BLACK VELVETEENS
 COLORED VELVETEENS
 BLACK SILKS
 COLORED SILKS

The above mentioned are the lines in greatest demand to-day, and as usual the trade will find us thoroughly alive to the occasion. **We can meet all requirements without the least delay, and further comparison will justify us in stating that our values are unsurpassed.**

THE D. McCALL CO., LIMITED

ADVERTISING IN WESTERN CANADA will be . . .

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Leading Dry Goods houses who are handling them report a steadily increasing demand.

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MILLINERY—Continued.

tinue to sell well throughout the season. Camels hair walking hats, with the stitched brim, are in the lead, being used largely late in the season. The popular shape in them is the "Corsair," made in fine fur "scratch ups" and in wool. For outing hats the "West-Point" is the favorite, in plain felt with fancy bands, and in camels hair with stitched brims.

One of the best sellers is the American patent hat, made in felt and reeds piped with satin, which is shown in combinations of colors, white and black and red and black being favorites. This hat is made with a large bell-crown flap and is used extensively by misses. Plain camels hair felt, sold by the yard, is used a good deal for making up toques and small hats. They are showing two lines made up in these goods, called the "Astoria" and "Marjorie," which are big successes. The demand is increasing for short-back sailors in plain and mohair felts. In most of the above hats dark steel is the leading shade, with pearls next, colors that turn out very fine in these goods.

MUTUAL INTERESTS.

S. F. McKinnon & Co., Limited, are busy people, but never too busy to give a short audience to a representative of "The Review," particularly when in search of pointers to be distributed to the trade.



A Leader—S. F. McKinnon & Co., Limited.

In a short conversation with one of the company he lead off by saying that, as business men, they believed that the interests of buyers and sellers were and should be

mutual; that most men, like themselves, were in business for what was in it, and, if satisfactory results are to follow, not only is close application to business necessary, but there must also be a keen looking ahead, not only to your own interests but at the same time in the interests of those with whom you are doing business. A truly selfish man



Popular 20-Inch Jacket—S. F. McKinnon & Co., Limited.

cannot succeed to any extent in business, for a business man in studying his own best interests is bound to consider the interests of others, so that buyers and sellers are closely identified with each other, and if their interests are bound together by the tie of confidence, mutual benefit is sure to be the outcome of their business relations.

Getting down to millinery, he said: "October has been a memorable month. The Duke and Duchess of Cornwall and York have come and gone and we are sure that their short stay in our fair Dominion was naturally interesting and enjoyable to our Royal visitors and the loyal Canadian subjects of King Edward." When asked what effect the Royal visit had on business, he said that although business was certainly unsettled for a day or two no one suffered, but on the contrary, as we believe no true Canadian woman would go out to meet or even look upon Royalty without being specially attired for the occasion, in many places, particularly Toronto and large centres where the Royal visitors stopped, both the millinery and cloak trade benefited very much, which prompts us to say that in both of these departments, at least, the trade of October will show up well.

In speaking of the assorting trade generally, in view of the sudden changes which are liable to take place and do take place in a season, it requires care, judgment and foresight to bring the right goods before the trade from month to month. Having a resident European buyer who is in close touch with the market and to whom we cable nearly all repeats, we keep close up to date in the trade requirements. At our last interview our forecastings for October trade were correct almost to the letter, and had provided accordingly.

"In giving our ideas for November, or, in fact, for the balance of the season's trade, we do so feeling sure that we know exactly where we are and have provided abundantly along this line. First, with regard to the hat trade. Dress shapes will be in demand, but the big feature will be

Millinery and Fancy Dry Goods

Letter Order Department.

NOVEMBER SPECIALS:

Black Ostrich Feathers, Black Birds, Black and White Breasts.

Black and Colored Velvets, Velveteens, Glace Ribbons for Neckwear.

Order anything you require, giving price wanted. We guarantee satisfaction.

The **JOHN D. IVEY CO.**
Limited
TORONTO.

Our Spring Samples of

Women's Suits, Coats and Capes; also
Misses' and Children's Garments--

The largest and most complete assortment that ever bore the "Northway" tab—are now being shown by our travellers.

Owing to the unprecedented demand for our goods, we thank our friends who have been so patient with us in the matter of delivery.

We can now deliver in 15 days.

John Northway & Son, Limited,

91 to 93 Wellington St. West, TORONTO

MILLINERY—Continued.

made hats, which at once suggests materials and trimmings of some kind. Of these prime factors will be, first, silk velvets, with a fair demand for velveteens and velvet-tas. Black silk velvets will be very popular with the good trade. Taffeta silks, also soft makes of silk and satin or duchesse effects, will be very good. Wide ribbons will stand in friendly relationship to velvets and will be much used in high-class millinery. Sequin trimmings in net and sequin crowns will be in favor. Escorial applique laces are in great demand, perhaps, however, more for dress than millinery trimmings. Leading or principal millinery garnitures will be long black ostrich feathers; black, white and grey breasts.

"We presume that readers of 'The Dry Goods Review' are as much interested in ladies' cloaks as in millinery. It is now that McKinnon-made jackets, costumes and skirts are proving their selling qualities. Repeat orders coming in from all corners of the Dominion are taxing our factory to its utmost capacity, so that we have difficulty in keeping up stock in our own cloak department. We would, therefore, urge upon our friends the necessity of anticipating their jacket requirements early for fear of disappointment in delivery if left too late. There is something in a name only when won and maintained on merit like McKinnon-made jackets, costumes and skirts."

THE LATEST MILLINERY.

The John D. Ivey Co., Limited, still continue very busy in their trimmed-hat department.

Every week brings to view some entirely new "models," which all follow on the plan of the millinery used in the "Louis XVI." period. The hats are inclined to the large shapes, known as "picture hats," the brims being more or less capricious in their drooping or upturning effects, while

the "round hats" and "turban toques" are exceedingly popular.

Some of these latter shapes are rolled very high at the back, and the brim brought to a prettily curved "peek-a-boo" front. Many of the latest styles are entirely covered with sequin, or have sequin introduced in the trimming, and if the material is of rather a transparent quality, a light shade of some attractive colored velvet is used as an underlining.

The decoration, generally, is handsome black ostrich feathers, making an elegant hat. The very newest of "swell" toques, for afternoon functions, is entirely made of white tulle, from 15 to 20 yards being necessary for its composition, the only trimming being a "chou" of turquoise blue velvet. Neither feathers, nor wings, nor ornaments are used, for anything in the shape of decoration would detract from the style of this high-class novelty.

Another exceedingly stylish model was covered in castor velvet, on a rather large shape; the brim very full and undulating, raised much higher at the left side, with the addition of a crescent-shaped bandeau, from which falls a cluster of ivory ostrich tips. On the upper side of the brim is a softly draped scarf of ivory-colored velvet. Rhinestone ornaments hold appliques of Duchesse lace at intervals on the drapery.

Mink fur, combined with real laces and velvet, are decided favorites, and a still newer combination is that of white tulle and mink fur, the toque being made of tulle, and the mink being used as a trimming.

Camel's hair felts are very much employed. This cloth comes in wide width and can be used in such a variety of ways that the ingenuity of the milliner has full play for originality of design. The addition of a little real lace enhances the elegance of this lovely draping material. The untrimmed hats of this material are immensely popular as street hats.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

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HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St. **Toronto.**

Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies.
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D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 8 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

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Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

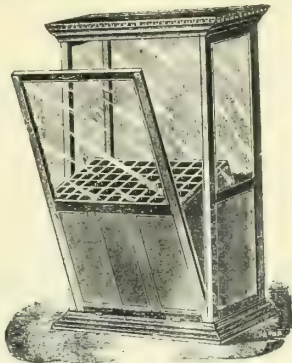
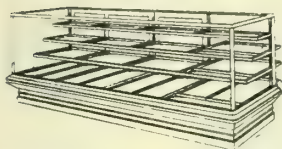
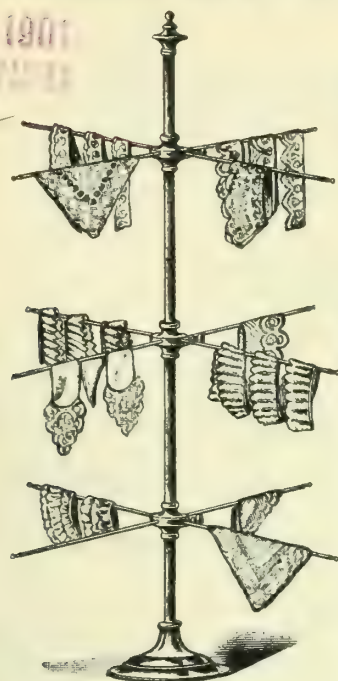
Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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FRANK & BRYCE, Limited,

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LADIES' NECKWEAR.



FOR some months we have been cautioning the trade about Fall neckwear, which we predicted would be worn in many forms. But convinced though we were that fancy neckwear would be fancied by the ultra-fashionable, our fondest expectations did not lead us to expect a run such as has materialized during the past month.

Neckwear seems to furnish the only novelties on the market. Buyers come and go from the stylish centres in search of something new, but the only new creations they can find are in neckwear, neckwear. All styles are going, from the silken automobile, with its tucked and corded stock, to the fluffy boa or ruche, in forms without number. The ladies have become accustomed to the sight of those long tails on the street, tails of chiffon mostly, and the fever has spread with amazing rapidity. Chiffon, chenille, silken ruches, or even feather boas, are the novelty of fashionable walks. Manufacturers find it simply impossible to turn the goods out fast enough. And yet the boa is not a new creation; it has been on the market for some time. That is the reason why this rush was unexpected.

As we have stated, this craze has started with the plain silk tie, with or without a stitched stock. Many of these ties have fancy edgings; some are trimmed with lace edging, others with insertion. The latest development of this style of neckwear will be found in the accompanying cut. It embodies all the latest ideas in cloth and design. It is made of dotted China silk, trimmed with Persian panne silk, attached by the ever-popular hemstitch. That it will be popular during the coming holiday months goes without saying.

Ruffs are most popular for street wear, and the long ends are particularly favored. The list of materials used is comprehensive, taffeta and bengaline silks, brocaded silk and chiffon combinations, chenille and chiffon, esprit nets, all plaited, tucked, sheared and gathered, made to look fluffy and soft. They are a sort of nest for the lady's head. Many are tinselled and bespangled. The colors contrast or harmonize, and are rather numerous. Black and combinations of black and white are leaders, but pink, royal blue, old rose, for dressy occasions, and grey for street wear, are taken in large quantities.

At first designers were afraid to produce size, and manufacturers feared to purchase. But the consumers said: "Come, we must have something elaborate, regardless of cost," and now they are getting it. Heavy rich folds of chiffon made up with long tails are sold at a price that runs up in cases to \$10 a piece. When such an expensive article is worn as an ornament, the future style need not be questioned.

Add to our list the various forms of ruffs, fur and imitation fur, that we spoke of last month, and one gets a neckwear display of considerable magnitude.

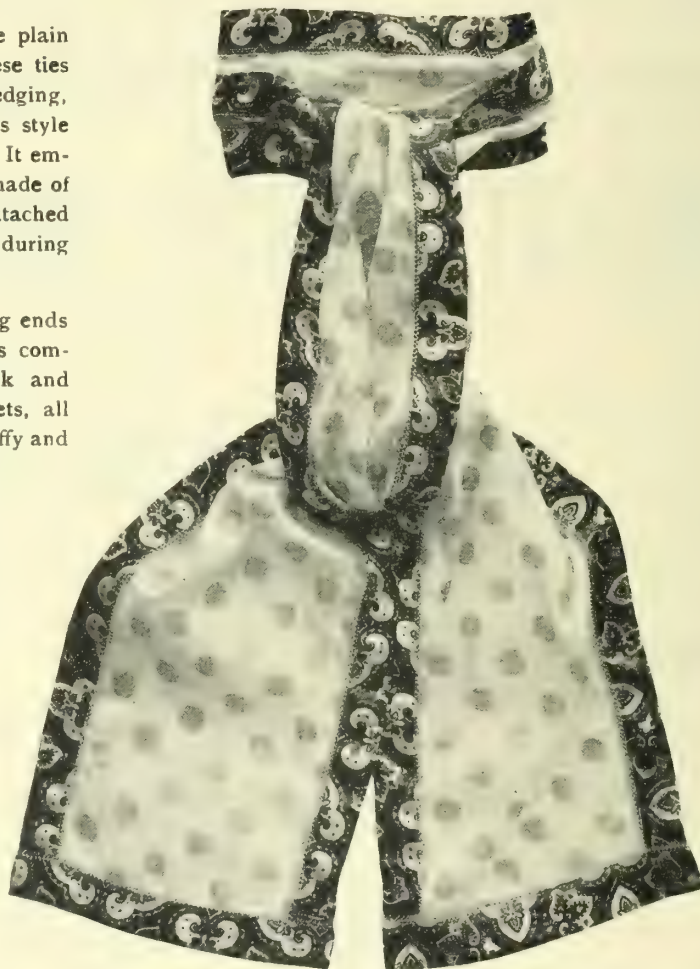
But the designers continue to pour new designs upon us, and it is said that this craze for neckwear will only obtain its height next summer, when low-necked blouses become a popular fad. The tendency seems to be towards a collarette.

PROTEST FROM BRITISH COLUMBIA.

The influence of the eastern departmental stores on the local trade which should, by rights, go to the local merchants is possibly not felt to such an extent in larger cities as it is in the smaller communities of the Province. That it is felt by many merchants in all the Provincial towns has often been stated, and the press of the Province has never been backward in appealing to the people to deal with the matter fairly on the basis of doing as they would be done by.

In the regular course of a year's business many thousands of dollars find their way east in payment for orders large and small. Such a drain on the ready cash circulating in a comparatively sparsely populated Province like this is really a grave injury to the whole community. Not so long ago a gentleman from Kamloops stated that he knew the total in money orders, etc., sent from that post office alone amounted to many thousands yearly.

Do the local merchants who cry out against the eastern inroads on their trade ever send east for their ordered clothing to a tailor who may send self measurement circulars or possibly a travelling drummer? Do they also ever send east for their office stationery to be printed at eastern prices? In short, do they stand loyally by their own community? There is need for attention in that as well as the other evil.—Trade Budget.



The Latest Hit in Ladies' Neckwear, Shown by the Imperial Neckwear Co., Montreal.

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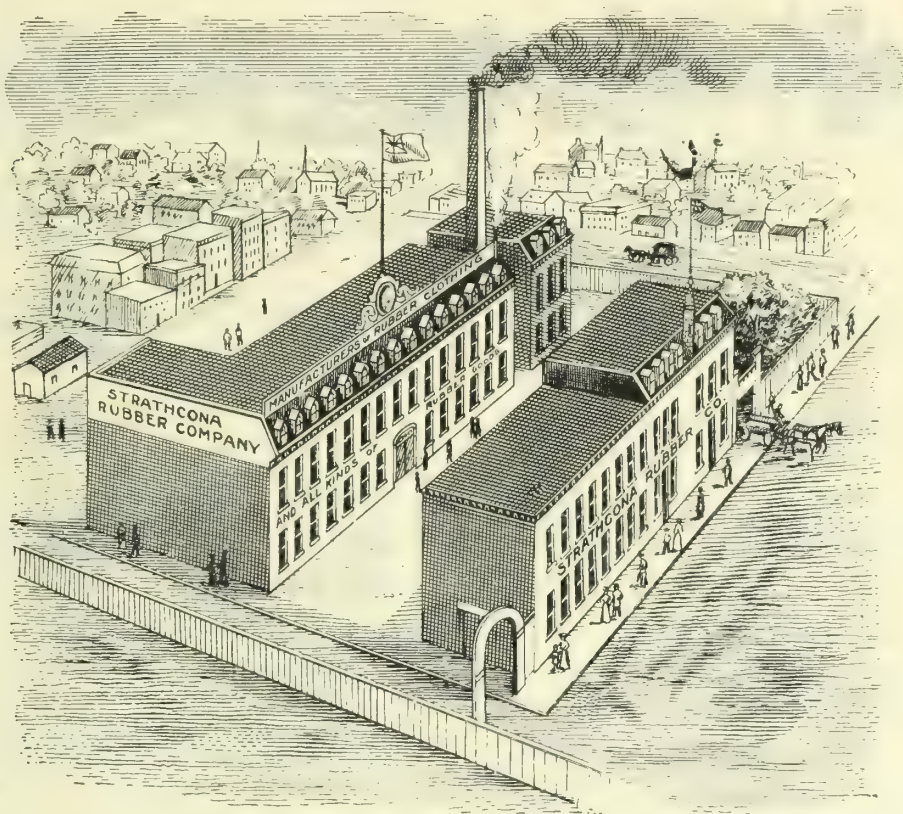
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Newest Designs in

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Finest ranges of Flannel Outing Suits shown in Canada.

NECKWEAR FOR CHRISTMAS TRADE.

Tress & Co.

HIGH-CLASS

HATS and CAPS.

Latest Season Shapes Just Received.

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THE GLOVERS OF CANADA.
ACTON, ONT.



THE November trade in men's goods is opening up briskly on nearly all lines. The late novelties in all sorts of goods are well liked, and in none are the colors so loud that customers hesitate to wear them, as was the case in some late Summer goods. Fall shades are, on the whole, pleasant and quiet, though now and then something startling in neckwear appears, and sells. Holiday buying is good, and it looks as though dealers were expecting to do an exceptionally large trade this year.

Buying for the Spring trade commenced very early this year. One house had most of the main points covered about two months ago. As soon as it is possible to get the goods in they are sent out on the road. It used to be the custom to wait until the stock was complete in all lines, but this has been given up for the other method, which places the goods before the retail trade much earlier. Of course, there are houses which adhere to the former plan still. Some retailers prefer to buy their Spring goods in January, rather than in the late months of the preceding year. Others like early deliveries in all staple lines.

Dealers in college towns are paying more attention to this trade, and it is always a paying one. The man who best supplies the college colors will have an advantage over his trade rivals in all other goods for the college trade.

* * *

Collars and Shirts.

THERE are more wing collars showing and selling than during September, and the demand for them comes largely from the "high-class" trade.

"You wait till the Duke of York comes," said a wing collar enthusiast to me a few weeks ago. "He wears a wing collar and that will help the sale a lot."

No doubt, there are many who will now wear this collar, and others who will be impressed by a good window display of wing collars in a Toronto dealer's store, which shows all the new winged styles arranged around a large photograph of the Duke, who is wearing one also.

If manufacturers are pushing this style it is apparent that they have not yet displaced the high turn-down. In some quarters it is denied that they are, and a New York exchange says: "There seems to be an impression, or vague idea, in the minds of some retailers that the manufacturers of collars have banded together for the purpose of forcing wing collars. The great amount of attention bestowed upon these styles and the publicity given to the new forms in advertisements has been taken as evidence of a plot to further the sale of the winged shapes. As a matter of fact manufacturers have not come together with any such purpose in view: on the contrary, it is not out of the way to say that they do not welcome the sudden demand for something that is not in stock. The manufacturers have had nothing to do with the development of the demand for wing collars. About a year ago it was noticed that wing collars figured in special orders, there being quite a demand for them in the university towns and in one or two of the large eastern cities. This demand, although very small at first, has been growing steadily. During the Summer months, however, it died out entirely, but the first Fall orders revealed the demand again, and enterprising manufacturers were ready for it with new styles."

Nevertheless, as manufacturers must supply the high turn-down collar at the same price as other styles with just half the amount of linen in them, there must be a big temptation to go back to a shape that will leave them more profit. It is not only the makers, but most retailers and customers also, who are tired of the high turn-down collar and would like a change.

In spite of the big popular trade in the high turn-down we may expect the wing collar to make a good running.

Since the puff tie has come to the front the high turn-down collar is worn extensively with a wider opening in

front, though the closely-fitting front is still correct and is always worn with smaller ties. Rounded corners are selling better.

The straight standing collar goes well, and will probably be worn more this Winter than last. It is liked best when just meeting in front. Either round or square corner will do.

The demand for colored shirts is good and runs on exactly the same patterns and colors as for the past month or so, blue or ox-blood stripes. The wide stripes are still in good demand.

This is likely to be a pretty much unchanged line right through the Fall and Winter season.

Dress shirts are selling well now. The bosoms are perfectly plain.

In negligees, which are not in very great demand, the darker effects appear to be well liked.

The grey effects in negligee shirts sold fairly well for a time, but the popular trade is not taking them up like blues and ox-bloods. For the better class of trade they may be very good property.

Some pink and blue mixed stripes are a variation of the single colors that seem to be appreciated.

The Spring styles in both stiff and negligee shirts show little change. A small alteration in the stripe is about the only thing. Blue and ox-blood stripes in stiff front shirts will still be worn. The alternating wide and narrow stripes will likely be the best.

In negligees, small checks and plaids will be as good as stripes. There is more blue showing in negligee shirts than in the laundered shirts, though now and then a solid ox-blood may be seen, a shirt that is expected to have a good run next Summer.

A very attractive design in negligee shirts is produced with dark and light blue stripes. The ground is white, and narrow light blue vertical stripes, at such close intervals as to give the appearance of a blue ground, form a background for wider navy blue stripes, which are at intervals of about three inches. This will be a good seller.

Now and then a green design appears, and sometimes a fine red line runs through a blue plaid, but these are only exceptions.

Pleated negligees have not been a big success in Canada, though they are very well liked in the United States. A few will be shown, as usual, next year, but it is not probable that there will be any great change for the better in sales.

As to the shirt waist, if pushed next Summer as it was this, there will likely be an increased demand for it in the popular trade. But it is not thought that the very best dressers will ever recognize it.

* * *

Neckwear.

THE trade in neckwear is quite satisfactory all around. Retailers are doing a good business in a greater variety of shapes than during the warm weather, and the change to larger shapes, from the bow, is a great relief.

Black grounds are greatly in demand, and the patterns that are liked best in them in the best trade are mostly

small and quiet. Red and white are, perhaps, the favorites in these patterns, though self-colored designs and also blues and yellows may be frequently seen.

The brightest colors are found in the small derbies. Groups of stripes, in which red, yellow, black, blue and green figure largely, make a pattern very often seen. Stripes in derbies are nearly all vertical. Except in the ties made up in college colors, which are always cut on the bias, to show the stripe, it would be difficult to find a striped derby in anything but a vertical pattern. "It is the first time in the neckwear business," says a big manufacturer, "that bias stripes have been refused in derbies."

In bows, the large patterns are gotten up very tastefully. The color combinations, though often flashy, are not unpleasant, for, as the bows are very small, a good deal of bright color may be introduced into them, which, in larger ties, would be objectionable.

Flowing ends, which continue to sell to the out-of-town trade, are also worn in many colors and patterns. Bias stripes in these ties are all right; among the combinations in this design being dark red ground with white stripe, black with red, black with blue, grey with red, black with grey. Figures run from the smallest specks to very large patterns. The latter are liked best by the popular trade.

Some of the smallest patterns appear in the Ascots, though in puff ties there are a number of rather large effects selling well. It is a close race for first place between puffs and narrow derbies. With the high turn-down collar the latter are worn as much as the puffs, but with other collars the puff and Ascot ties are preferred. Very large stripes are selling well in puffs. These look to be cut on the bias though they are really vertical, the shape of the tie giving it the bias appearance.

Grey is a good color in puffs, many pretty effects in it being shown. Red, though it began well a month ago, is not as good as usual. Ascots run mostly on the ever lasting blue and white polka dot patterns. The flowing-end puff, with steel shield, is the best tie for the high turn-down collar.

There are some fairly large four-in-hands selling, and in them grey is a popular color. Grey grounds with black bias stripes produce a pretty effect, and are among the best selling designs shown. Here and there a suggestion of some brighter color may be seen, but as a rule, the best things in grey have little of any other color than black in them.

Bows are all very small, and will sell in pretty bright colors. Small spots, checks and figures are selling side by side with the largest patterns. In the latter there is the advantage that scarcely any two are alike, although many are cut from the same piece of silk, they are so small, in comparison with the pattern of the silk, that, when made up, the designs very rarely turn out twice alike.

If brown becomes a leading color in suitings, there may be some ties of that color shown; but whether or not they will be sold is another matter. Most manufacturers incline to the opinion that they will not. Brown, as a leading color in neckwear, has been tried two or three times, but never yet with success. Perhaps the difficulty of providing goods that will not fade easily may have something to do with it, as one dealer says. But it is more likely just an objection to the color itself. A good authority predicts that greys will be worn more than anything else with brown clothing.



Yoke Overcoats

Made in
Fall
Winter
and
Showerproof
Cloths.

Prices to retail at from
\$12.00 to \$20.00

SEND FOR SAMPLE GARMENTS OR CUTTINGS
WITH QUOTATIONS.

The Lowndes Company, Limited

Offices : 61 Bay Street

Factories and Showrooms : 36 Front Street West

TORONTO, CANADA.

Gloves.

FALL gloves are moving more on greys than usual. The lighter shades go well, and recently some very dark greys, almost a slate color, have been taken to quite an extent. Tans are also shown in some very dark shades, and they appear to be as well liked as the lighter and more stylish kinds.

The black ribbed backs sell now and then, but they are not in as good taste as others with self-colored stripes, and do not sell as well.

It is an even choice between dressed and undressed gloves in tans, though the greys are nearly all in the latter finish.

It is too early yet for people to buy the new white knit gloves, but city dealers are all placing in good stocks of them and expecting to do a good business. They are, perhaps, right.

There is a new white kid glove out which will sell to a certain extent among those who do not object to innovations in evening dress. This has a kid back on both hand and fingers, the inner side of the fingers and the palm being silk-knitted. It is a variation of the other that may take well, especially among those whose hands are apt to perspire, but it will not be a perfectly correct thing for all that.

Woollen gloves, apart from the fashionable white ones, look as though they were going to be better than usual this year. In the dark grounds, black, brown and blue lead, and the designs, which include neat plaids, checks and figures, appear in attractive colors and quiet patterns.

* * *

Hosiery.

HEAVY goods are selling well, blacks having the preference. In fancy hosiery the grounds are in most cases black, with neat figures in blue, white and sometimes red. Some light blue grounds, with groups of stripes in red, white and dark blue, sell well also.

The goods that have been sold for Spring business are very highly colored. It is a pity that the present styles in fancy goods could not be continued through the Spring and Summer of 1902, but there seems to be a growing taste for flashy colors in hosiery, and it must be met. Red, blue and light brown grounds will be seen, and all sorts of stripes will go with them. Plaids in the colors of the various Scotch clans will be offered to loyal sons of Scotland, and will be a temptation to the most modest dressers among them on St. Andrew's Day. A design of green shamrock leaves on black grounds will surely catch our Irish friends, and other kinds of Canadians may walk around in almost any color they wish, for checks, stripes, figures and spots will all be shown in the most gorgeous hues it is possible to produce.

Meanwhile, people who don't care for kaleidoscope feet will continue to wear the neat effects in fancy hosiery shown at present. These and black will do for the best of the trade.

In woollen goods blacks and heather mixtures will fill the bulk of the trade. Heathers, it is said, will be worn much more than usual.

Bicycle or golf stockings are not in demand.

Underwear.

THERE is rather more fancy striped goods going than was expected, and the probability is that a good deal will be worn this coming Winter. A light brown shade, quite a bit lighter than khaki and with a yellower tinge, seems to be well liked, although it is too early to prophesy success or failure for it throughout the Fall and Winter season. It is shown in plain goods, which, however, are not so well liked as that with a thin green stripe running horizontally through it, at about two-inch intervals. This makes an attractive garment.

Another brown a color, by the way, which is likely to be good in many lines of men's furnishings shortly—is much darker, and has a good deal of red in it. This, I do not believe, will go as well as the others. It is a little too dark, though one or two dealers tell me they are selling some black goods.

In plain grounds, blue and pink, or salmon, are selling, and in the fancy striped goods, natural or white grounds, with narrow pink and blue stripes, are good.

Natural wools are very much the favorite, though fleeced-lined goods have their admirers and must be kept in stock to supply the trade. It is likely that they will sell better than at present during the Winter, though, perhaps, not as well as they did last year. There are many people who can not bear woollen garments next the skin, and for them fleeced-lined goods are the thing. It was thought that fleeced-lined goods would take a very big drop this season, but it now appears that the wool fleece is as popular as ever, and if there will be any fall in it is likely to be on the cotton-fleeced goods.

On the whole natural colors are liked best, and doubtless will be right along. The colors showing, however, are all pleasing and quiet.

Very light blue grounds with navy blue borders and nut brown grounds bordered with red are good property.

* * *

Notes.

FELT overboots for driving are made with heavy felt soles, and tops to come to the tops of the boots. These worn over the top of the boots are very desirable for driving in cold weather and can easily be slipped off when one wants to leave the carriage. They should be good property in almost any locality.

Dress suit cases and collar and cuff cases are among the leading lines in the leather goods.

Rainproof coats still sell very well. Olive is the popular color, with quite a bit of grey selling also.

Mullers in plaid designs will be very good in the coming cold weather. Dark grounds with some fairly bright patterns are the general designs.

Pyjamas are moving nicely. In them the favorite designs are light blue, vertical stripes, and faint plaids and checks, also in blue.

An American house has brought out a golf umbrella. The handle is made to look like a golf stick, so that when the umbrella is put into the bag along with the sticks it cannot be told from one. Dealers in golf-fever localities can do well on them.

Bathrobes show a great deal of brown. Some are shown with white grounds and shaded brown patterns. In

Dominion Suspender Co
Niagara Falls
 Makers of *Trade D Mark* Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear

Warerooms and
 Factory:

41 Yonge St.

Toronto



Manufacturing Company

Merchants ! To satisfy your customers
 you must have the best the market affords.

The "Royal" White Shirt excels others in some very important points—full chested, long bodied, exact collar measurement, extended fronts. Hand-launched cushion bands on all priced shirts. A sample order will prove quality.

The "Royal" Regatta Shirt features are its matched stripes. It takes much time, but it makes a perfect shirt. Others don't do it. Also its reversible cuffs, stripes vertical on one side, horizontal on the other, hand laundered, so that each stripe is exactly in place. We feel confident that a sample order will please—proving a rapid seller as well as a custom-winning shirt.

Our Overall Factory, although only in its infancy, is proving beyond doubt that there is always room for something better. We mention one line, the best one: **THE DOUBLE DURABLE OVERALL**, made in Heavy Denim, Drab, Blue, or Black. Double Seated; Double Below Knee; Double Pocket Flaps; Double Stitched; four pockets. They are made to wear. A Sample Dozen will sell, and mean repeats.

HAMILTON, BERKINSHAW & CO.,

41 Yonge Street,

TORONTO.

Letter orders carefully and promptly attended to.

others, blue and brown are combined on a natural ground. These are popular patterns. Bathroom slippers in matching colors and patterns are easily sold with them.

In fancy-striped Summer clothing olive green is expected to be a leading color. A great deal of this has been bought, at any rate. The pattern is the same as the blacks and blues with vertical white stripes that was so well liked last Summer. Blacks, blues and greys will also be good.

Smoking jackets and dressing gowns are two seasonable garments that are this year being shown in very attractive designs. The reversible cloths seem to be well liked, plain on one side and plaid on the other, so that a plain collar and turned cuff is given to a plaid jacket, and vice versa. The frog fasteners are most popular.

In the larger places there is a fairly good sale for strapped leather leggings, worn for riding, driving, walking, hunting, or anything else. They can be strapped tightly to the legs, and whilst protecting the trousers furnish a warm and neat legging for cold weather wear. They are a line that, when well advertised, are good sellers. They are particularly good for sporting men.

Fancy colored vests will sell exceptionally well this Winter. The grounds are mostly browns, in different medium shades, though the leading seller at present has a bright red ground with large black and green checks. The brown grounds are much more modest and will be taken by a better class of trade. The checks, which are large, are in green and red and green and yellow.

* * *

Seen in Dealers' Windows.

Latest high turn down collars, 3 for 50c.
Unlined gloves, not perfect, 50c. per pair.
Genuine mocha gloves, \$1.50 per pair.
New cambie fancy shirts, \$1.25 each.
Eiderdown bathrobes, American make, 85 each.
Men's fancy striped, all wool, underwear, \$1.75 per suit.
Flat collar and cuff cases, rough or smooth finish, \$1.50 each.

Imported shrunken wool, extra fine, underwear, \$1.25 per garment.

* * *

College Colors.

A KNOWLEDGE of the colors of the different colleges is absolutely essential to the men's furnisher who wishes to do his share of the college men's trade. A liberal display of them will warm the hearts of the students toward a store in surprising style. A number of the principal ones are here given.

University of Toronto—Royal blue and white.
McGill—Wide red and narrow white, on each side.
Queen's—Yellow, red, blue and narrow white.
Trinity—Red and black.
Victoria—Red, and narrow yellow on each side.
Wycliffe—Blue and narrow white.
Royal Military—White, red, white, red, white, red, white.
Royal Victoria—White.
St. Michael's—Blue and White.
Laval—White.
Upper Canada—Blue, white, blue.

Dealers and Their Stores.

MR. R. J. TOOKE, Montreal, has, without doubt, many claims upon the premier position in Canadian retail haberdashery. Ask at any first-class hotel in Montreal, "Who is the best or most dependable men's furnisher in the city?" and the answer that will be invariably received is, "R. J. Tooke."

His position is commanding and his clientele comprises the best dressed and wealthiest men in the city and surrounding country. He has a large transient trade, of course, but the bulk of his business is made up of the custom of his regular patrons. The big men of Montreal, the Van Hornes, the Mackenzies, the Forgets, the Angers, the Shaughnessys, the Lords, the Sirs, the Honorables, the titled, the rich: in fact, all the prominent people who wish to be well dressed, have made R. J. Tooke their furnisher. One day Mr. Tooke, himself, sold



MR. R. J. TOOKE.

three dozen ties averaging 83 a piece in 15 minutes. He sells underwear as high as \$7.50 a suit. Nothing is too high-priced for him, provided it shows the value. It is a regular thing for his customers to order ties by the two dozen and gloves by the dozen pairs.

Yet, Mr. Tooke started from a very small beginning. In 1869 he opened a store at 167 St. James street; its size was about 12 by 30 feet; but in this store he adopted his policy, clung to it, was successful, and in 1880 was able to move into his present handsome quarters at 175 and 177 St. James street. In 1885 he opened a store in the east end on St. Catherine street, and Mr. Leblanc still manages a very successful branch there. In 1896 the uptown establishment at the corner of Peel and St. Catherine streets was opened in a handsome, modern store erected by Mr. Tooke himself. Mr. J. A. Roy, one of Mr. Tooke's oldest employes, was placed in charge.

This last mentioned store is undoubtedly one of the finest retail stores in Canada, and it is frankly conceded by our American cousins that it cannot be beaten across

The Dr. Deimel Underwear

Is Everywhere An Unqualified Success

BUYERS :—Doubtless you have noticed our extensive magazine advertising. Now is the time to place your orders and be in a position to supply the demand.

UNDER OUR UNIFORM PRICE LIST A FAIRLY REPRESENTATIVE LINE DOES NOT REQUIRE A LARGE INVESTMENT.

WRITE FOR OUR TERMS.



This Trade Mark is
always on the Genuine.

Sole Manufacturers,

The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,
10-12 Bread St.

MONTREAL, CANADA.

The Beaver Rubber Clothing Co., Limited

1851 1/2 Notre Dame Street, MONTREAL.

Manufacturers of

LADIES' and
GENTS'
WATERPROOFS.

Please write for samples and
price list if our traveller has not
called upon you.

The Beaver Rubber
Clothing Co.,
Limited
MONTREAL



Underwear AND— Eiderdown



TIGER BRAND



Repeat orders during November
and December promptly
forwarded.

The Galt Knitting Co.

GALT, ONT.

LIMITED



R. J. Tooke's Haberdushery, St. Catherine St., Montreal.

the border. The store is 27 feet wide and 103 feet deep. There are 15 show windows which cover the entire front and side of the building, all furnished with the latest improvements and lighted by over 200 invisible incandescent lights. But pleasing as is the outside effect, it is not so brilliant as the inside. The floors are mosaic, in white and black. The ceiling is 18 feet high and is crossed by heavy beams encased in plaster, giving a handsome effect. From the ceiling hang two rows of electroliers on massive brass fixtures of a special design, placed directly over the cases. The interior wood work is very ornate, being of polished redwood trimmed with brass. The cases are deep and framed in redwood. In the centre of the shop are horizontal tables upon which goods are displayed.

Mr. Tooke makes all his shirts, cuffs and collars over his down-town store on St. James street, with the exception of what he imports from England. He was at one time associated with his brother, Mr. B. Tooke, the head of the firm of Tooke Bros., Limited, and since the partnership was dissolved he has continued his own manufacturing. One brother is renowned in the retail trade, and the other takes a premier position in the manufacturing industry, making a rather renowned family. Mr. R. J. Tooke imports most of his neckwear, controlling the Canadian business of the famous English neckwear manufacturer, Buckingham.

Mr. Tooke has his son associated with him in the store, a bright, energetic young man, who promises to well maintain the reputation of the establishment. It might be mentioned that Mr. Tooke is an extensive advertiser in the daily papers, his name standing out prominently in "Tooke's Shirts."

Brevities of the Business.

The Gault Bros., Limited, expect to move into their new factory about December 1.

The W. R. Brock Co., Limited, Montreal, have cleared from the mill a wonderful line of Scotch-knit shirts and drawers, which they offer at \$1.50—worth \$6.50. Write for sample dozen.

The collection of art silks shown by The Niagara Neckwear Co., Limited, to be made up into scarves to retail at \$1, \$1.50 and \$2 each are magnificent. They are the products of hand looms, showing the exquisite colors and designs. Even if they are too expensive for the average trade it is a treat to see them.

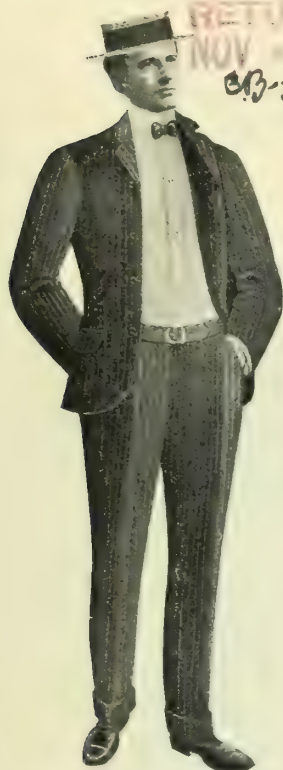
The Dominion Suspender Co.'s Christmas line of suspenders is very extensive this season, containing satins with elaborate embroidery and the most gentlemanly styles of non-elastic and ribbon webs made up with kid and calf ends, finished and mounted in high-class manner, peculiar to the Trade D. Mark make.

Stewart, Allan & LeMaistre, manufacturers of "Salem" shirts, are now showing samples of colored shirts for early Spring delivery. Mr. Stewart returned from New York some days ago, where he had been making selections of patterns from the latest designs which have been produced by the American printers. By leaving their selection until this late date it enables them to place before the trade the newest styles.

The artistic collection of men's linen collars that embellish the pages of this number of "The Canadian Dry Goods Review," delineate the latest production of The

CAULFEILD, HENDERSON & BURNS,

17 and 19 Front St. West, Toronto.



C. H. & B.

SUMMER CLOTHING

FOR SEASON OF 1902.

Flannel and Worsted Suits in White and Fancy Stripes.

Alpaca Coats in Black, Grey, and Black and White Stripes.

White Duck Coats and Trousers.

Vestings in White and Fancy Duck and Piques.

Our range is very extensive and includes many original and exclusive designs.

Order now to insure early delivery.

Travellers are now out with full range of samples.

Sorting Trade

Snaps in Fleeced Underwear and other lines at clearing prices.

LETTER ORDERS carefully and promptly filled.

Having cleared out a Manufacturer's stock of

**GREY CHEVIOT
OVERCOATINGS**

We are prepared to clear same before stocktaking at greatly reduced prices.

Samples on Application.

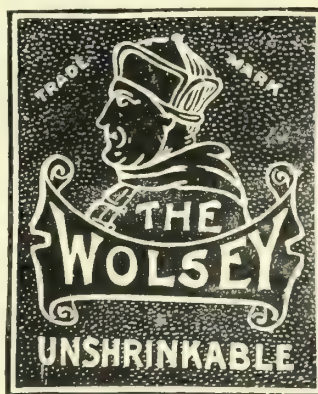


JOHN FISHER

SON & CO'Y,



Montreal.



There is
only one

Wolsey

None Genuine Unless
Bearing
This Trade Mark.

WOLSEY Underwear is absolutely UNSHRINKABLE.

WOLSEY Underwear is guaranteed ALL WOOL.

WOLSEY Underwear is specially adapted for WINTER.

WOLSEY Underwear is made for Men, Women and Children.

WOLSEY Underwear has been tried and NOT found wanting.

WOLSEY Underwear pleases customers and brings new business.

BE SURE YOU
HAVE

WOLSEY

AND NOT
AN IMITATION.

Williams, Greene & Rome Company. In their specialty this firm aim to maintain their unquestioned supremacy. Not resting with the notable achievements of past seasons, but striving after the highest ideal in all their productions, they offer for the season of 1902 the most sumptuous array of high-class novelties in shirts, collars and cuffs it has ever been their pleasure to exhibit.

* * *

Business Affairs.

The assets of Elias Heligman, men's furnisher, Ottawa, have been sold.

The stock of Chas. H. Evans & Co., merchant tailors, Toronto, has been sold.

Marion Bros., merchant tailors, Ottawa, have retired from business.

Joseph F. Ott, tailor, Floradale, Ont., has assigned to Aaron Erb.

W. J. Scott has registered as "The Royal Haberdashery," Montreal.

The stock of Sunel & Litten, men's furnishes, Cumberland, B.C., is offered for sale.

George Tibbets, tailor, Canning, N.S., has removed to Amherst.

W. C. Tait, tailor, Killarney, Man., has been burned out: no insurance.

Adler & Sidlowsky, tailors, etc., Montreal, have registered.

Morris Ostrogurisky, clothing dealer, Montreal, was partially burned out.

Hugh Doherty, tailor, Strathcona, N.W.T., is opening a restaurant business.

The stock, etc., of Isaac Geary, men's furnisher, etc., Woodstock, Ont., has been sold.

Hughes, Owens & Co., dealers in clothing, etc., Montreal, have dissolved.

Allen & Co., clothiers, Victoria, B.C., have added a line of men's furnishings.

The assets of J. A. Leboeuf & Co., men's furnishes, Montreal, have been sold.

The Truro, N.S., branch of Fraser, Fraser & Co., clothiers, St. John, N.B., was damaged by fire: insured.

The stock of J. F. Desmarais, men's furnisher, St. John's, Que., has been sold.

Heasley & Co., Limited, men's furnishes, Winnipeg, are applying for a charter.

McNeil & Meyers, merchant tailors, Winnipeg, have dissolved. G. B. McNeil continues.

George R. Jackson, men's furnisher and tailor, Victoria, B.C., has sold out the tailoring department to Alex. Peden.

The stock of the estate of Robert M. Burns, clothing dealer, London, Ont., has been sold to J. M. Mayell at 54c. on the dollar.

The stock of the estate of Broderick & Son, merchant tailors, etc., St. Thomas, Ont., has been sold to J. W. Broderick at 50c. on the dollar.

* * *

New Things in the Market.

THE Gault Bros. Co., Limited, report that they have already done a record trade in Christmas neckwear. They have hit the styles correctly and have brought out some of the most popular shapes shown on the market this Fall.

They still have some new things that are now being shown. One of the features of their range is the velvo-chameleon cloth which can be sold by the retailer for 75c. in puffs and \$1 in flowing ends, and show first-rate value. The shades are sky blue, light rose, cardinal and black mixes, cardinal and white, steel and black, steel and grey and all white.

Another cloth running in this expensive grade is a very heavy all-silk, all-over patterns, beautiful designs and rich colorings (see cut). These ties will be the proper thing for Christmas trade and orders are now coming in freely.

This firm are also showing a new Ascot which is having a considerable run. The shape is illustrated herewith. It is the newest thing out in New York, and ties up very



New Tie.—Gault Brothers.

properly. There seems to be quite a feeling for Ascots. The Cologne puff has also been a big seller as well as the folded wide-end derby.

Travellers are now out with the entire Christmas range, showing over 100 lines of the most beautiful and exquisite designs and colorings, and the orders being received is ample indication of the appreciation of the trade.

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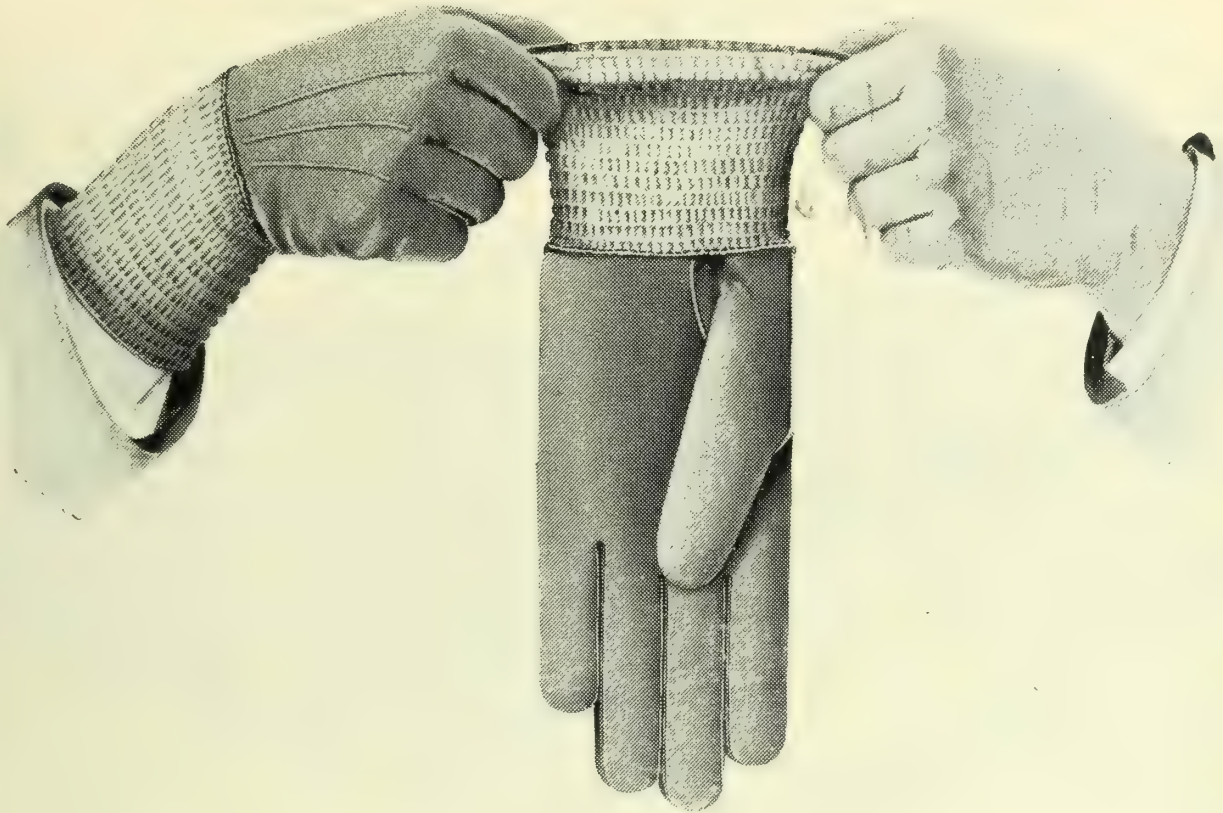
Mr. R. C. Wilkins has more orders for Spring goods than he had on January 1 last year. This shows that his common-sense clothing is winning a way. The only difficulty he has to contend with now is want of help. His outing clothing and Summer suits are especially popular, particularly where the patent pocket appears. Boys' shirt waists are also a line worthy of special note in different fabrics, including twills, sateens, Irish linen, ginghams, silks, stripes and mercerized effects.

— — —

Messrs. Caulfield, Henderson & Burns have placed many of their Spring lines before the trade a little early this year, and are quite satisfied with the results. A new line they are showing and one which can be profitably handled, is in children's blouse suits. These are shown in light blue, and in white, trimmed with navy. The trousers are

MAKING THINGS HUM.

It's up to you to go your competitor one better in the glove line this season. Nothing like the "Hugit" glove to draw customers and keep them—like flies on Tanglefoot.



The "Hugit" fits the wrist snugly. Keeps the entire glove in place. Wool inside. Wear-proof elastic outside. No matter how costly a buttoned or fastened glove, it stretches with wear, opens up and leaves the most sensitive part of the wrist unprotected.

Other parts of the "Hugit" glove are on a par with the improved wrist.

Catalogue tells the whole story of leathers and linings—write to-day.

\$13.50 to \$24.00 per doz.

THE HUDSON BAY KNITTING CO.
MONTREAL.

The Penman Mfg. Co., Limited

HEAD OFFICE at PARIS, ONTARIO, CANADA.

Mills at Paris, Ont., Thorold, Ont., Port Dover, Ont., and Coaticook, Que.

Manufacturers of all kinds of Knit Underwear, Ladies' Seamless Hose, Men's Half-Hose, Sweaters, Top Shirts and other Specialties.

THIS IS OUR MILL NO. 2. The output of this mill is confined exclusively to **FLAT-KNIT** underwear.



ALL SIZES and many qualities and styles in **SHIRTS, DRAWERS, COMBINATION SUITS AND NIGHT ROBES** for **LADIES, MEN and CHILDREN. ALL WOOL, COTTON AND WOOL, SILK AND WOOL, SILK and COTTON and ALL COTTON.** Great variety in patterns and coloring. From coarsest to finest gauges. **PLAIN, STRIPED and FANCY KNIT.**

SPECIAL MENTION—FINE NATURAL WOOL UNDERWEAR—No dye or other coloring matter used in this line—**PURE, SOFT and DELIGHTFUL TO WEAR.** In several weights and all sizes.

FINE BALBRIGGANS for SUMMER WEAR—Many qualities and styles—Fashionable patterns and beautiful colors—Examine the perfect fabric in these goods.

SWEATERS—MEN'S and BOYS'—Great range in quality, weight and pattern. **PLAIN and STRIPED.**

Ask to see our lines of Unshrinkable Shirts and Drawers.
They are sold with our guarantee.

NOTE—Each one of our mills devoted to a **PARTICULAR KIND OF KNIT UNDERWEAR.** The **WHOLE TIME** of our experts given to their **OWN PARTICULAR WORK.** **OUR GOODS SHOW THE RESULT IN PERFECT KNITTING, FINISH and STYLE.**

WRITE OUR AGENTS for samples and prices. **OUR GOODS are LEADERS.**

Our Sole Representatives:

D. Morrice, Sons & Co.,

MONTREAL, QUE.
TORONTO, ONTARIO, CANADA.

WE CAN HELP YOU MAKE MONEY

Our **Three Great Departments** contain unequalled values and the following lines should prove of particular interest to the merchant desirous of procuring some **Trade-Winners** and **Money-Makers** :

British and Foreign

IMPORTED WOOLLENS

ENGLISH. SCOTCH. IRISH. FRENCH. GERMAN. BELGIAN.

Whatever you need in the following lines can be bought from us to great advantage as regards quality and price. We have attained an enviable reputation for these lines:

BELWARPS, SERGES AND MIXTURES.
LANDSLIDE AND FITZSIMMONS TWILLS.
THE BEST VALUE \$1 TWILL IN THE TRADE.
56-INCH CROSSBRED WORSTED TWILLS, 50c.
WORSTED TROUSERINGS, 65c., 75c., \$1, \$1.25.
WORSTED SUITINGS—all prices.
SUMMER FLANNELS AND TROPICAL SUITINGS.
GREAT RANGE COSTUME CLOTHS,

Comprising Broad Cloths, Rainproof Cloth, Cheviots, Homespuns, and Fancy Stripes (now in demand in England and United States), Lady Cloth, Continental and Fancy Fabrics.

CANADIAN WOOLLENS

WORSTED SUITINGS, TWEED SUITINGS, SERGES, OVERCOATINGS, VICUNAS, UNTEARABLE TWEEDS, HOMESPUNS, FLANNELS.

You get them from us at about mill prices.

TAILORS' TRIMMING DEPARTMENT

Because of our excellent values the call for our goods from the trade in every section of Canada is daily increasing. Take for instance our

BELWARP LININGS, COLORED ALPACA LININGS (new this season).
All kinds SILK LININGS. Fast-Colored ITALIAN LININGS (a thing hard to secure).

We also have a great range of Vestings in Linen, Wool and Silk, and All-Silk—also Livery Vestings.

THE

Gault Brothers Co.

Limited.

WINNIPEG.

MONTREAL.

VANCOUVER.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES

cut "man-o'-war" style, and will take well. In Summer fancy-striped underclothing they report an immense sale for olive and green shades, though greys, blacks, blues and white will also sell well. Smoking jackets are shown in plain, plaid and reversible styles. The latter are particularly good. These run from \$4.50 up to \$12. Dressing gowns are in about the same designs, only they are made to reach the ankles, with a cord girdle. They sell for \$7.50 to \$20. Heavy underclothing in nut-brown, tipped with red and in blue, tipped with navy, is well liked in natural wool. Some pretty designs in woollen-knit gloves include plaids, checks and figures in many colors, the grounds being mostly black, brown or blue.

The sorting trade in men's underwear is a brisk one, natural wool, stripes and fleece-lined goods going well. For the rainy season some new lines in men's waterproof coats which I saw in The Wyld-Darling Co.'s are worthy of mention. They retail from \$3 to \$10. A special is "Volunteer," a dark Oxford grey reversible covert cloth, velvet collar, with the new double side pocket which allows the wearer to reach his coat pockets without opening the waterproof coat. This retails at a popular price and should be a desirable thing to have for display. In umbrellas, the latest handles are shown, and the patent runner is reported a good success. Prices run from 50c. to \$3 retail. A novelty in bows is the "King Edward," which is made in the latest silks, fancy and black. In collars, the "Kitchener," a straight standing shape with round corners, is having an immense sale in 2½ and 2¾-inch sizes. The "Vick" is also a popular collar. It is shown in 2¼, 2½ and 2¾-inch sizes. A good range is the men's flannelette nightrobes, which can be retailed at 50c., 75c. and \$1. An entirely new thing in this line is a pure white flannelette garment, to retail for \$1. This should be a desirable article to handle. There is a novelty also in men's cardinal cashmere half-hose which is meeting with favor. It is intended for either street or evening wear.

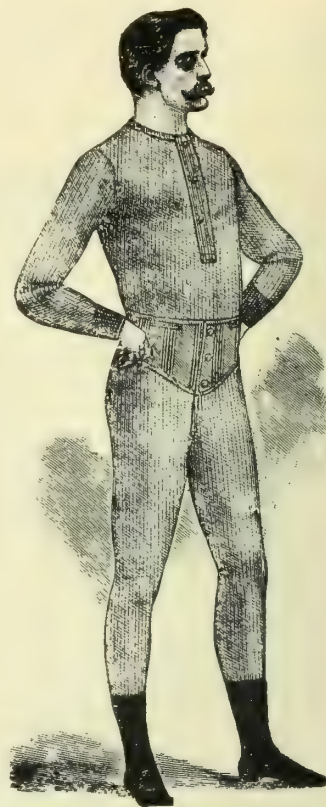
Mr. Stewart, of Stewart, Allan & LeMaistre, Montreal, makers of "Salem" shirts, who has just returned from New York, says that colorings and patterns for shirts will be somewhat similar to those of last season. There is a growing demand for neater effects in figures and stripes, although there are still many bold patterns in stripes being shown. In colorings, blues still hold first place, with black and white effects in second place and ox-blood a close third. Greens and tans are the novelties in the ranges of the leading manufacturers and it is predicted by some that these two latter shades will be the big sellers during the coming season.

A specialty with R. C. Wilkins just now and one that every retailer should see is his flaring flounced skirt, adorned with sawtooth trimming. The Royal party ought now to be well acquainted with "Rooster" brand goods. All the servants, porters, cooks, engineers, firemen, etc., on the Canadian Pacific, Intercolonial and Grand Trunk trains were fitted with products of R. C. Wilkins' factory.

In Christmas neckwear John Macdonald & Co. are showing a large range of flowing ends, derbies, Paris derbies, including some very special lines of flowing ends for 25c. retailing. An assortment of men's lined gloves includes kid, mocha and imitation mocha.

The "Wolsey" Unshrinkable Underwear.

THIS brand of unshrinkable underwear is now so well known in the trade that its sterling merits hardly need recapitulation. Suffice it to say that "Wolsey" is guaranteed all pure wool, which never shrinks in the laundry, that it is beautifully soft and comfortable in wear, and that it gives every satisfaction in regard to durability. The manufacturers report that, in spite of all the additional buildings and machinery which they erected, and which they anticipated would enable them to easily cope with their orders, yet such has not proved to be the case, and they have been compelled to add another wing to their factory, which they are filling as rapidly as possible, with the most up-to-date and labor-saving machinery. They spare no expense to make "Wolsey" underwear perfect in every way, so that it has now come to be considered perfect. It is still advertised largely in magazines, etc., and in various other ways, in order to help forward the sales.



The manufacturers also "Wolsey" Unshrinkable Underwear, provide illustrated literature of "Wolsey," show-cards, etc., all of which can be obtained from the wholesale houses. The best advertisement, however, the goods now have is the fact of one customer recommending them to another.

COLLINGWOOD FIRM ENLARGES.

R. W. O'Brien & Co., of Collingwood, long known as one of the largest raw fur buying firms in Northern Ontario, are now carrying a most up-to-date stock of men's furnishings and manufactured furs. They have built a new store for the business, with a depth of 150 feet and 22 feet frontage. The firm's sign is "the bear" — a large stuffed black bear very appropriately setting forth their business.

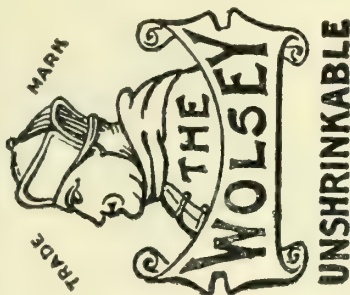
A POINTER FOR BUYERS.

The attention of readers is called to the advertisement of Royal Manufacturing Co., page 69, in which they strike the keynote of success in the manufacturing line, perfection in every garment, one better in some points than the best. Their work being all hand laundered, means a great deal. No stretching of material causing wrinkles in white shirts and misplaced stripes in regattas. Of course, as they state, and rightly so, the consumer must have and will have the best. Their effort is to show nothing but the latest in the shirt line. We note they have also added the manufacture of overalls. Their aim in this factory is the same as in the shirt—perfection. The merchant readers of THE DRY GOODS REVIEW will do well to see their goods.

To have on your shelves merchandise your customers really desire should be the aim of every Canadian merchant. We believe that we have all the necessary lines that will add vim and snap to your stock. If you are not already a customer of ours we want to make you one.

As to Hosiery.

The sale of **COOL FEET** HOSIERY has even exceeded our most sanguine expectations — which proves its genuine merits. **No merchant can afford to be without this line.** Also light, medium and heavy weights, in Black Cashmere, Black and Fancy Cottons, and Cashmeres, etc.



As to Underwear.

We take pleasure in offering the trade unexcelled lines of Fleece-Lined, Scotch Knit, and All-Wool Stripes. We make a specialty of the famous "WOLSEY" Underwear, in all sizes from 34 to 54-inch.

WHAT ARE YOUR REQUIREMENTS?

As to Neckwear.

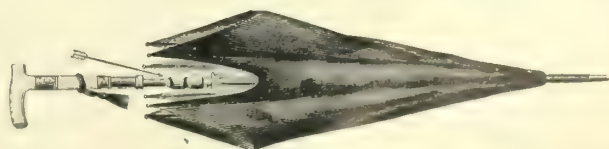
Neckwear for the Holiday Trade we have large and varied lines that will prove great sellers at this season of the year.

As to Shirts.

Our extensive line of **Colored Shirts, Oxfords, Percalé, Madras and Cords** are having an exceptionally large sale. If you have not seen our travellers' samples, advise us.

As to Umbrellas.

It would pay you well to make a special display of **20th Century Umbrellas** in your windows or in your store. Nothing makes a more acceptable Christmas gift than a nice umbrella. **20th Century** are sure to please those in search of a reliable and up-to-date umbrella to present to friends or relations.



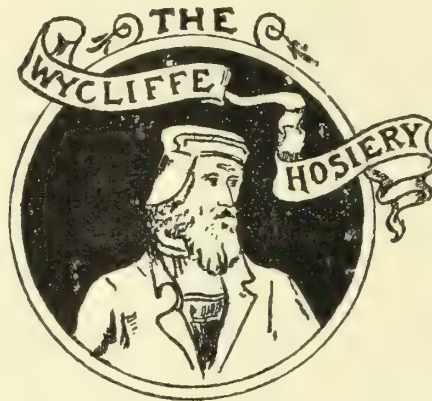
HAND-SEWN ENGLISH BRACES, RUBBER COATS, Etc., Etc.

MATTHEWS, TOWERS & CO., ^{14 St. Helen} **Montreal**
Street,

WYCLIFFE

**Pure Wool
Underwear**

For Ladies
and Gentlemen.



**WILL
NOT
SHRINK**

Greenwood & Moulds,

Hosiery Manufacturers

— **LEICESTER**

and at 59 Gresham Street, LONDON.

REPRESENTATIVES IN CANADA:

MESSRS. PRIME & RANKIN

—

TORONTO.

PERRIN'S GLOVES

Are
the
best



For Fit,
Finish,
Durability.

Our travellers are now on the road with our Spring Samples, which we must say are very complete in Ladies', Men's and Children's Gloves. See our samples before buying. Our Fall Stock is complete. Send in your orders, they will be attended to carefully.

PERRIN FRERES & CIE,

— — 5 Victoria Square, MONTREAL.

Sole Agents for . . .

RAGUET'S UNDERWEAR.

Men's Furnishing Department.

UNITED EMPIRE XM



Back 1 1/2" Front 1 1/2"

IMPERIAL XM
Back 1 1/2" Front 2 in



IMPERIAL XM
Back 2 1/2" Front 2 1/2"

FALL 1901.

New Styles

IN

Men's Collars.

UNITED EMPIRE XL
Back 2 1/2" Front 2 1/2"



UNITED EMPIRE XM
Back 1 1/2" Front 1 1/2"

UNITED EMPIRE XM



Back 1 1/2" Front 1 1/2"

The Standard Shirt Company, Ltd.,

MONTREAL, TORONTO, LONDON, ENG.

These Goods are kept in Stock by all the Leading

Always at the Top.

TRADE *W.G.R.* MARK

THE NEW BENT POINT

FALL
1901



WINTER
1901-2

TWO QUALITIES.

RAPIER

Entirely of Cotton.

*Three Heights
at Back.*

2" 2¼" 2½"

CAPRICE

Linen both sides.

*Three Heights
at Back.*

2" 2¼" 2½"

Always at the Top.

TRADE *W.G.R.* MARK

THE NEW OVERCOAT COLLAR

FALL 1901



WINTER 1901-2

EXTRA HEAVY.

FRONTENAC

Two Heights.

<i>Back.</i>		<i>Front.</i>
2 1/4"	X	2 3/4"
2 1/2"	X	3"

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS,
 BERLIN, ONT.

Always at the Top.

TRADE *W.G.R.* MARK

THE NEW OVERCOAT COLLAR

FALL 1901



WINTER 1901-2

EXTRA HEAVY.

THE LINKS.

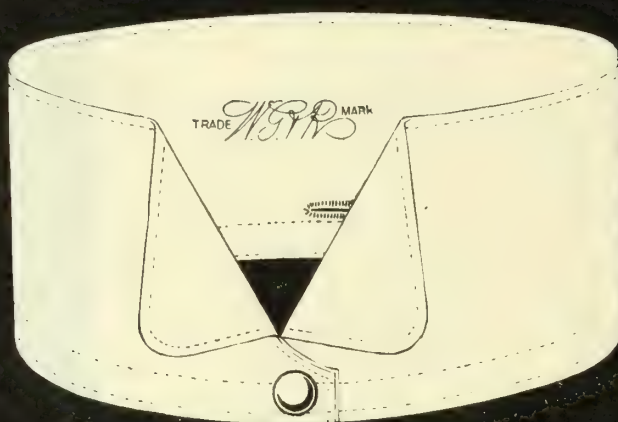
Two Heights.

<i>Back.</i>		<i>Front.</i>
2 1/4"	X	2 3/4"
2 1/2"	X	3"

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS.
 BERLIN, ONT.

Always at the Top.
 TRADE MARK
THE NEW BENT POINT

FALL
1901



WINTER
1901-2

TWO QUALITIES.

ROSTRUM

Entirely of Cotton.

*Three Heights
at Back.*

2" 2¼" 2½"

CANUCK

Linen both sides.

*Three Heights
at Back.*

2" 2¼" 2½"

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS,
 BERLIN, ONT.

The Slingsby Manufacturing Company

LIMITED.

BRANTFORD, ONTARIO.



*A complete
assortment
of the
following
lines always
in stock.*



*It will pay
you to
see our
goods before
placing
your orders.*



Bed Blankets ; Horse Blankets

White, Grey and High Colors.
Union, All-Wool and Specials.

Duck-lined, Cotton, Union and All-Wool.
Lap Rugs, Linings, Collar Cloths, etc., etc.

FLANNEL SHEETINGS, CAMP BLANKETINGS,
KERSEYS, COSTUME AND MACKINAW CLOTHS,
STOCKING YARNS, Etc., Etc.

Mail Orders Receive Careful and Prompt Attention.

THE WATSON MFG. CO.

Limited

PARIS, CANADA.

Manufacturers of

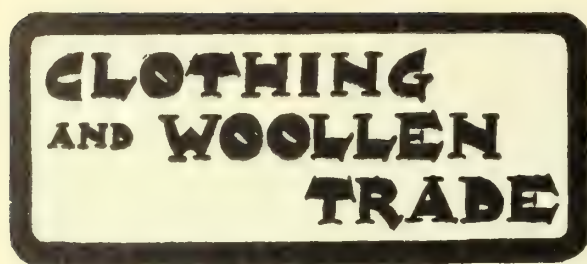
Ribbed Knit Underwear for Ladies and Children

SOME OF OUR LINES :

Derby-Ribbed Underwear
Plush-Ribbed Underwear
Swiss-Ribbed Underwear
Pure Wool
Unshrinkable Underwear
Corset Covers
Equestrians
Combinations

Perfect Goods.
Quick Delivery.
Reasonable Prices.
Write for Samples.





CLOTHING—CUSTOM AND READY-MADE.

THOUGH brown will shortly have the call for suitings, there is much doubt on the part of some and flat denials from others that it will be a fashionable color in overcoatings also. Clothing manufacturers incline to the opinion that as far as their trade goes there will be little in brown worn for some time after it is brought out in suitings. It takes this trade a good while to be affected by the tailoring fashions, though it is apparent that the ready-made clothing makers are getting closer to the custom trade all the time, and as the cut and finish of their goods is being improved upon every season, it is probable that at no very distant date fashions will appear simultaneously in both lines of business. At present just enough brown overcoatings are being turned out to supply the regular demand, greys, blues and blacks taking up the clothiers' attention, and it is expected that business will continue along these lines throughout the season. These colors will certainly be good, whatever else comes or goes.

On the other hand, some woollen men state that there is a growing feeling for browns in overcoatings as well as in suitings. They are selling more now than is usual in the season, and, judging by these orders, are pretty firmly convinced that during the Winter there will be about as much browns worn in overcoats as greys. They agree that it will be well on in the season before a big demand is felt. The selling shades in brown are neither very dark nor very light, but medium shades that will be liked by all.

The opposite opinion to this was given by a wholesale woollen dealer. "Greys and blacks will be the selling colors this Winter, undoubtedly," he said. "The quantity of other colors in overcoatings sold will not be worth mentioning. If any man tells you that browns are going to sell in overcoatings during the coming Winter season, you may safely bet that he has a stock of it on hand that he wants to get rid of. Perhaps in another year they may be good, but not before that."

Preparation for a good business in fancy vests has been made with some very attractive patterns. There is, on the whole, even a greater predominance than ever of check designs, small spots and figures, although good, not being in as great favor. In this line there is no question as to the popularity of brown, which is shown in the grounds more than any other color. It will be the color of the season; though one wholesale pointed me out a line of bright red grounds with large black and green checks which he said they were selling more rapidly than any brown they had in stock.

The checks in the brown are green and yellow and green and red. The grounds are medium and dark shades. In one of the latter, a check in dark green makes a stylish and modest design, and is a cloth that will take well with the very best trade.

Business in suitings was never better. Greys in almost every shade and grey mixtures are at present in great popularity. The best tailors show a good deal of very dark browns, frequently quite plain, though, as a rule, with quite a bit of grey or green in them. Green is also good, and a

number of rough effects are going well. But grey is seen in almost everything. Navy serges are among the clothing-makers' best lines.

New York styles in trouserings are running on the quietest designs in stripes. It is expected that Spring goods will show a considerable change. The stripes will be wider and more pronounced, and there is more color in the designs. Broken checks in fancy worsted goods will also be a feature of the Spring styles.

Though clothing men refuse to consider ulsters as one of their fashionable lines for Winter, it is likely that the new London styles will make themselves a good place in the tailoring trade. The cut and general appearance of the new ulsters show a big improvement over anything in that line yet worn, and no objection can be taken to them on account of a lack of style.

STRIPES IN SPRING SUITINGS.

The outlook for Spring trade in woollens, John Macdonald & Co. report, is exceptionally good. Orders are already coming in freely. The feeling for Spring is largely in favor of striped suitings, both in worsteds and vicunas, although it is also clear that many people intend to adhere to plain mixtures and greys, green mixtures and brown mixtures.

THE LONDON WOOL SALES.

The fifth series of the wool auction sales closed in London October 10, and the record of prices shows a steady upward movement.

Since the close of the July series there was some improvement in the demand for fine growths experienced in the manufacturing districts. The movement was largely due to the absolute necessities of the German and French manufacturers and spinners, who failed to replenish their stocks, allowing them to run abnormally low during the financial trouble of 1900. This movement led to a considerable private inquiry in London during the interval between the series, but, in view of the strong statistical position, merchants would not prepare to sell freely. Consequently, at the opening of the fifth series the attendance was large and animated competition prevailed. Merinos were in strong demand, and advanced $7\frac{1}{2}$ per cent., the most pronounced rise taking place in medium and inferior greasies. All scoured, which was freely purchased by French and German buyers, showed further hardening as the sales progressed. The finer scoureds sold fully 10 per cent. and superior grades 5 to $7\frac{1}{2}$ per cent. above the July average. Subsequently medium merinos weakened slightly, but recovered. Fine crossbreds advanced 5 to 10 per cent. to the highest points of the series. Superior held the advance until the close, but medium and inferior merinos, owing to a falling off in continental competition, weakened somewhat. The closing tone, however, was firm. Coarse crossbreds declined until prices reached 5 per cent. below the July series. Stocks of merinos were practically cleared up, as the amount of stock held over was almost wholly crossbred.

The general demand during the entire series was strong, and animated competition prevailed almost throughout the entire sales. During the series 305,000 bales were available, and of this number 283,196 were catalogued. The total sales numbered 141,000 to the home trade, 127,000 to the continent, 3,000 to America and 34,000 held over. The first series next year has been scheduled to open January 21, and the second series March 11. At both of these sales the offerings

Our 12 travellers are all out now with

Spring Clothing

See our GREAT LINES of
SPLENDID VALUES of . . .

Men's Tweed Suits, at \$3.50

Men's Tweed Suits, at \$4.00

Men's Tweed Suits, at \$4.50

Men's Tweed Suits, at \$5.00

SPECIAL VALUES

Men's Blue or Black Serge Suits

16-oz. French-Faced, well lined, at

\$5, \$5.50 and \$6

M. Saxe & Sons

MONTREAL'S GREATEST CLOTHIERS.

STANFIELD'S UNSHRINKABLE UNDERWEAR.

All Sizes in Stock.

No Delay.

TRURO KNITTING MILLS CO.,

Ontario Agents: _____

W. P. KING & SON,

24 Front St., TORONTO, ONT.

Truro, Nova Scotia.

Sole Manufacturers.

CLOTHING AND WOOLLEN TRADE.—Continued.

will be limited to 250,000 bales. The third series will open April 29, and at this series 400,000 bales will be offered.

Canadian buyers, commenting upon the results of the sales, point out that the advance in fine Saxony and vicuna wools must have a material effect ultimately on the price of high-class worsted. In fact, all fine woollen goods, dress fabrics, underwear, yarns, using this kind of wool, must feel the influence of the higher market. Whether it be due to a scarcity in this class of sheep or to the demand for better goods during a period of prosperity, there seems to be an impression that prices on these wools are up for some time.

CLEARING WOOLLEN SALE.

An extraordinary clearing sale of 6-4 tweed suitings, mixtures, serges and worsteds is announced by John Macdonald & Co. The regular prices range from 75c. per yard up to \$2. The qualities are in four lots, and the prices are marked on the ticket on each piece as follows: Yellow, x price 37½c. per yd.; blue, x price 50c. per yd.; red, x price 60c. per yd.; green, x price 75c. per yard. Bunches of patterns in each price will be sent on application, and orders filled in any length until each lot is cleared out.

DEMAND FOR OVERCOATINGS.

The season is now on for men's overcoatings, and soft llamas, crisp grey cheviot cloths and friezes are away in advance of all other classes of goods in this line. These cloths seem to fit into the general style of overcoat this year better than others. In lighter overcoats, Nisbet & Auld find that in rainproof coats, coverts, woollens and worsteds, in greys, drabs and olive drabs, are equally good. They think there is no possibility of brown being a leading color in overcoatings this coming season. In suitings, the Oxford cheviots have been very popular, and the demand for these in stripes is greater than in any other year.

COSTUME FABRICS FOR LADIES.

When I called at Nisbet & Auld's the other day I found them congratulating themselves on the phenomenal success of their Canadian-made costume fabrics for ladies. Friezes, homespuns, broadcloths have been selling in about the order given, friezes possibly equalling the sales of the other three together, and the heavy demand shows no sign of slackening. That the goods have gone directly into consumption is proven by the repeats that each morning's mail brings. Within the past three months over 50,000 yards of special friezes have been sold, and the total of all classes of Canadian-made fabrics for ladies' wear would come very near to 200,000 yards. Reversible cloths have also taken rapidly. Judging from the early orders received for Spring, these goods will next season

fully equal, if they do not surpass, the sales of any previous season. The Canadian-made dress goods business is now an established trade.

LINES IN DEMAND.

In overcoatings, some new lines in llamas, black and Oxford, and many qualities in vicunas, which Messrs. Wyld-Darling Co. are showing, are being rapidly picked up. Greys are the color, though browns are commencing to move in the medium shades. Black, Oxford and indigo meltons and beavers are going well. They are handling linings to match all the goods, in mohair twills, black and colors; fancy wool linings, 27 and 54-inch silk linings and 21-inch satin for sleeves, in all shades, among them cardinal, black and blue. Serges continue to sell well. The heavy-weight, rough effects are popular. Black cheviots are also going well for the better class of trade. There is a very nice range of fancy woollen vestings, which will be good property. Red, green and yellow checks on brown grounds are good, and a bright red ground with dark checks has been selling very rapidly.

NEW SHOW CARD.

A handsome show card of "Belwarp" serges and coatings has been issued for merchant tailors and other dealers in these goods to display in their establishments. It is lithographed in colors, and makes a good wall adornment. The design shows the Lion and Bell, the trade mark of this famous line of manufacture, and at the foot a view of the splendid mills of the company at Saltaire, Eng. The Canadian agents, John Macdonald & Co., have a supply for dealers who want a copy.

DEATH OF MR. WATSON.

After a lingering illness, the death occurred at Toronto, October 24, of Mr. John Watson, of the firm of Lailey, Watson & Bond, wholesale clothing manufacturers. Mr. Watson had spent the Summer in Muskoka, and only returned home about three weeks ago. Since then he has been confined to his home.

Deceased was one of Toronto's most successful business men, and was widely known. Sixty-six years ago he was born in Aberdeenshire, Scotland, and, in 1858, came to Canada. He first settled in the Township of Markham, where, for eight years, he conducted a general store. On removing, he went to Cookstown, where he engaged in mercantile pursuits, and later went to Barrie, where he carried on business.

He settled in Toronto 16 years ago, and entered into the business of manufacturing wholesale clothing with William E. Lailey, under the name of Lailey, Watson & Co. Three years ago H. E. Boyd was admitted into the business, and since then the firm has been known as The Lailey, Watson & Bond Co.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

FOR SALE.

FOR SALE—In British Columbia; three old-established general stores, with Saw and Flour Mill, Ranch, Cattle. Satisfactory reasons for selling. Apply to Geo. S. Davison, 27 Sparks Chambers, Ottawa, Ont. (12)



BERNARD CAIRNS
Leader in
RUBBER STAMPS

SEALS, STENCILS, Etc.

10 King Street West, - **TORONTO.**
Awarded Diploma at Toronto Exposition, 1901.

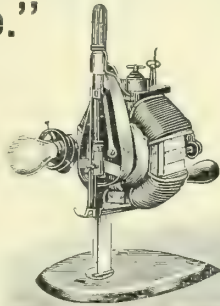
The "Eastman Electric Cloth Cutting Machine."

The T. Eaton Co., Limited,
write:

"We are so well pleased with your machines that we feel we could not recommend them too highly."

This firm are using 8 of our machines, which soon save their cost to the manufacturer.

EASTMAN MACHINE CO.
247 Yonge St., **TORONTO.**



SORT UP

In "Turnbull's" Full-Fashioned and Perfect - Fitting Ribbed Underwear in Ladies', Men's, Children's and Infants'. We are are now in a position to fill your sorting orders with promptness and despatch.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
27 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

Harris & Company,
Limited
ROCKWOOD, ONT.

PURE WOOL GOODS

The samples of our well-known **Ladies' Suitings** for Spring 1902 show a large range of select colorings in Cloths of excellent quality and especially adapted for Tailor-Made Suits. These goods will prove profitable to the wide-awake merchant and give lasting wear to his customers.

We respectfully solicit your order through our sole selling agents

Dignum & Monypenny,
27 Melinda Street, - - - **TORONTO**



REGISTERED.

The finest underwear which has yet been manufactured.

**Children's and Women's Hose,
Vests and Dresses.**

**Men's Half-Hose and Shirts
and Pants.**

BE WISE AND WEAR THEM!

Hine Parker & Co.,
Limited
13-14 Milk St. and 24 Gresham St.,
LONDON, ENG.

THE CANADIAN DRESS CHART.

NOVEMBER, 1901.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black or dark grey.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Black or grey worsted.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs. Soft or stiff front.	White or colored, with white cuffs. Soft or stiff front.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white. Soft or stiff front.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at wed- dings.	Dark shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Dark shades.
Gloves.	White or grey suede at wed- dings, tan or grey on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede at theatre party, gloves un- necessary on other occasions.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

The Dominion Oil Cloth Company, Limited Montreal

Spring Lines 1902

Our new samples for Spring Season 1902, which are now in the hands of the Wholesale Dry Goods Trade, will interest every buyer of Oil Cloth. In beauty of design, and value, they are unsurpassed.

Our productions comprise :

FLOOR OIL CLOTH - 3 Qualities - all widths up to 10 1/4.

TABLE OIL CLOTH

ENAMELLED  CARRIAGE OIL CLOTH

STAIR- In Enamelled Duck and Cotton Back
Canvas and Painted Back.

MATS - In all Sizes.

DECORATIVE BURLAPS - Double Sized and Oil Coated.

See our samples before placing your orders for Spring. (An important feature to be remembered is, that we carry a large stock of all lines, and are prepared to give prompt deliveries.)

Office and Works,

— MONTREAL.

CARPETS, CURTAINS AND WALL PAPERS

COMPETITION IN WALL PAPER.

WE had occasion last month to comment on American competition in wall papers this season, chiefly in regard to the merits of some factories in the United States which are offering what are known as flat prices. We have further investigated the subject with a view to finding out just how far the volume of business of Canadian factories has been affected by this—at first sight—attractive proposition.

Possibly nothing could have proved more advantageous to our home producers than the investigation which has been made by most large buyers of wall paper. It is true that one or two American firms have offered papers as low as 2c., as opposed to a local 3c. grade, which on the face of it shows a decided difference. But a moment's consideration shows the weak spots. In the first place those prices are confined to two or three patterns of which no dealer wants more than a limited quantity and which cut very little figure in any case compared to the quantity of better goods which he is expected to order. Again, these snap lines are usually last season's jobs. Similar goods can be bought from any Canadian factory, while they last, at practically the same final prices.

But it is in the better grades where the real delusion of "flat prices" exists. It is a simple matter to advance the price of hanging and ceiling 1c. and quote the border at flat price, and, as compared with a similar 5c. Canadian paper, show a discrimination against the buyer of 25 per cent., but even at same wall price there is still 18 per cent. in favor of Canadian goods, and this without considering the 10 per cent. quantity discount and other advantages derived from Canadian factories in many ways.

In higher grades of American papers the opportunity for "wool pulling" is still greater. The ordinary dealer does not always consider these things, but we have the best authority for knowing that every large buyer has figured this out and the next blue book will show a smaller import than during any former years.

Of course, there is a legitimate limited trade in high-grade American goods, but the alleged attractions of the staple grades have proved a fake and have not adversely effected the volume of home orders. We firmly believe that nine out of ten dealers are now educated up to these facts, and those who have in the past expanded their trade and profits through the medium of Canadian goods will continue to do so with material from the same source.

THE CANADIAN TRADE.

The carpet orders already placed for Spring by retailers were never better, so the wholesale houses say. Wholesale stocks now carried in Canada contain a complete range suited

to Canadian trade, and energy is being shown in pushing business. The designs are tasty and salable, and patterns of almost every kind can be had. In oilcloths and linoleums it is also true that the wholesale houses are doing a large business, because retailers find it convenient to get their goods in Canada as they want them. In linoleums, especially, they being bulky and occupy much space, the trade find it suits them to give moderate placing orders and then repeat. The trade in Canadian oilcloths, which are well made and just suited to Canadian demand, also steadily expands.

A good business is being done in curtains this year. This applies to lace goods, which are shown in better values and for which there is a large sale. There is also plenty of demand for frilled stuff, sold by the yard for bedroom curtains.

ENGLISH CONDITIONS.

According to English advices, the carpet trade is not in the best of condition. The war, the weather, the advance in tariffs of foreign countries and other causes have combined to bring about a decline in the carpet trade along with other industries.

In September the carpet exports amounted to £81,711 as against £83,431 in September of last year. Comparing the nine months of the two years, there is even a greater difference, £656,532 being this year's figures and £735,800, the amount for 1900.

The tone of the market is, however, better. The partial failure of the cotton crop in America will surely make far better prices in that department.

TRADE IN THE STATES.

On account of the state of the carpet wool market, it is already certain that in the wholesale season to open next month prices of carpeting and rugs will be firmly maintained, with a possibility of advances in some grades. Wools are higher in price and the supply is unusually small, especially in China and other filling wools, while worsted wools are also dearer and scarcer than usual. The conditions now ruling would justify a material advance in prices of Wiltons, Brussels and ingrains. Manufacturers of ingrains are seriously affected by these conditions, the present prices of their goods being unquestionably too low to meet the rise in the cost of the raw material used in them.

The Fall retail trade is now fully opened and progressing in a highly satisfactory way, as is evident in our advices from all parts of the country and the large volume of duplicate orders already received by wholesalers.

The manufacturers' Spring samples are being rapidly completed, but, while many ingrain makers may be ready to show their new lines about November 1, the Spring offering in 34 goods will not be on view before November 10 and perhaps not until the middle of that month.—Carpet Trade Review.

JAPANESE MATTINGS.

The rich and abundant crop this year of Japanese straw, such as is used in the manufacture of matting, will be a benefit to the consumer of this widely used floor covering, as only carefully selected straw will be used in matting for export.

The Matting Guild, an association of manufacturers, conducted under the supervision of the Government, for the purpose of promoting the art of weaving and producing straw matting, will be very vigilant and all straw that is not up to a certain standard will be condemned so far as the manufacture

The
WATSON FOSTER CO.

LIMITED

MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

**OUR BEST
ADVERTISEMENT**

THIS SEASON

WAS THE INVESTIGATION BY EVERY LARGE
DEALER OF THE MERITS OF CANADIAN VS.
AMERICAN PRICES. - - - - -

IT PROVED WE OFFERED A MUCH GREATER
VARIETY OF PATTERNS IN ALL GRADES, GENER-
ALLY BETTER COLORINGS, AND A MUCH LOWER
PERCENTAGE OF COST IN BUYERS' FAVOR

THE RESULT IS INCREASED TRADE

WITH MOST DEALERS AND LOSS WITH NONE.

DO NOT DELAY

TO FURTHER STRENGTHEN YOUR
ASSORTMENT WHERE NECESSARY
FOR 1902.

SAMPLES ON APPLICATION.

NOV. 1901

CARPETS AND CURTAINS—Continued.

of matting is concerned. G. Z. Akawo, who was one of the organizers of the Guild, advises us that Japan is very anxious to promote this industry, and that manufacturers wish to produce only such goods as will receive the approval of America and England, as well as other countries that import Japanese mattings. The policy of the Government also shows that the official opinion is that the industry can only be promoted by keeping up the standard of excellence.—American Carpet and Upholstery Journal.

NOTES OF CANADIAN TRADE.

S. Greenshields, Son & Co. report phenomenal success from their Spring samples. The carpet outlook is most promising.

David Craig, of John Macdonald & Co.'s carpet department, was married at Toronto, October 14, to Miss Gibbons.

The McCuaig Auction and Commission Co., Limited, have purchased from Mr. Rankin the whole of the Moss-Jonas stock at Vancouver, B.C. The stock consists of Brussels and tapestry carpets, cocoa matting and jute carpets, art squares, union carpets, oilcloth, linoleum, portierres, table covers, curtains, etc. These will be put on sale at 101 Powell street, Vancouver.

Early this month John Macdonald & Co. promise some special snaps for dealers. These comprise a line of Brussels, with border to match, two lines of tapestry and some best quality 16-4 linoleums, all at special prices. In regular goods, note is made of a fine range of curtain muslins and lace curtains for December delivery. Mats and rugs for Christmas trade are to be had in jutes, moquettes, Axminsters, Wiltons and mohairs.

FOR DISPLAYING CURTAINS.

Mr. W. A. McDougall, London, Ont., has a patent pending on a store fixture, called "The Elevated Salesman." This is a frame with track wires on which felt-padded carriers travel back and forth. To these pads, curtains, carpets, rugs, etc., are attached, the frame being made to hold 30 articles. A cord attached to each of the carriers brings out from among the rest any article desired to be shown, so that no handling of the goods is required. The pads on the carriers prevent the goods from soiling or tearing. This frame is the only one on which the pad or cord device can be used, and any one using this means on another frame will be infringing on the patent claims of the manufacturer, W. A. McDougall.

A UNIQUE ANNOUNCEMENT.

Mr. R. S. Webster has retired from the firm of R. S. Webster & Co., general merchants, Udora, Ont., leaving the business wholly in the hands of Wm. O. Webster, who will conduct it under the old firm name. When announcing his retirement, Mr. Webster issued a somewhat unique circular, of which the following is a copy:

"FOR AULD LANG SYNE!"

DEAR SIRS,—Ye min' yer auld frien' Maister R. S. Webster, wha syne 32 years ago has had sae mony happy beensness cracks and ca's wi' ye. Weel, me guid mon, eifter giein' ye the warm han' shake for the mony past kin'nesses I gang till gie ye ward hoo I hae ootsellit the store beensness tae ma son Wull, wha s'll aim tae up-keep the guid name o' the beensness.

Ye ken the lad Wull fu' weel. Syne maist o' the 10 years just ahint us 'twas he wha buyed an' sell't i' the store. An' ony guid will ye be disposit tae grant him wull hae the warm gratitude o'

Y'r auld frien,

R. S. WEBSTER.

Udora, October 1, 1901.

WOVEN HONESTY

is what your customers walk upon, who buy our

CARPET SQUARES

—IN—
WOOL AND UNION.

There is no doubtful material used in our mills—no yarns but the best, no dyes but the surest. You can come to us and see for yourselves—but you don't get a chance to see the imported article made.

Our Carpet Squares are made to sell quickly, to wear slowly, and to give satisfaction to the end.

If you are open for a line, we would like to furnish samples, etc. "Squares" are mostly 3 or 4 yards wide, but any length.

GUELPH CARPET MILLS CO., Limited
GUELPH, ONT.

THE DOMINION CARPET CO.

MANUFACTURERS OF....

LIMITED



Brussels Carpets



in every grade.

Our travellers are now on the road with a full line for Spring and will call on you shortly.

Manufactory: - SHERBROOKE, QUE.

W. TAYLOR BAILEY

NOV 18 1901
CO. of 16 copies acknowledged



Upholstery Supplies,
Draperies Fabrics and
Brass Goods,

MANUFACTURER OF.....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all AI goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

FANCY GOODS FOR THE HOLIDAY TRADE.



DRY GOODS merchants can find few articles better for the Christmas trade in fancy goods than the new Mexican hand-carved chatelaine bags. The carving on these is most elaborate, and when made up into chatelaine bags, purses, etc., it shows up clearly and makes very attractive articles.

Fancy paperweights and pen wipers are being paid a good deal of attention just now. Those in the form of animals seem to be liked best. Rabbits, dogs, cats, foxes, turtles, etc., are all represented, and each is colored in good imitation of the real animal. Most of these have a brush set into the back which provides a pen wiper. Smokers' sets are also popular in similar designs.

A fine lot of fancy chinaware is being shown to the trade, and it is altogether likely that this will be an unusually good line this Christmas. Japanese goods in either sets or separate pieces are taking a front place. The work on much of this class of goods shown this season is far in advance of anything yet seen.

Dolls and toys are also shown in exceptional variety and beauty. The newest mechanical toys include many that will surely be quick sellers. Farmers mowing, street sweepers, runaway carriages, steam engines, boats that will really run in the water, tandem bicycles, automobiles, etc., have been improved upon greatly, and not only do they run easier and better, but they are made much stronger, solid iron toys being frequently found. The old-style mechanical toy that runs fairly well all Christmas day, and then either breaks down of its own accord or is smashed by its owner, is now almost a thing of the past. Those that sell to-day are very strongly made, and will provide amusement for children long after they have eaten off the paint. As to dolls, there is an infinite variety, and extra attention has been paid to the dresses. Fancy goods dealers say that a much better class of dolls are being bought than formerly. China dolls are not so good, and wax ones are better.

Magic lanterns are good, but the toy cinematograph is the feature of the season in this line.

As to games, there never was a better collection shown. One is a combination of several games all to be played on the one board. As many as 100 different games can be played on one of them. A combination of 55 games sells for \$33. "Where's the King?" is a game that will be interesting just now. The board for this game is beautifully lithographed with portraits of the King and Queen, Duke and Duchess of York, etc.

TO SHARPEN CHRISTMAS BUSINESS.

Attention is directed to the accompanying advertisement of The Fancy Goods Co. of Canada, Limited, Toronto.

Their assortment of holiday goods, such as dolls, toys, chinaware, etc., is probably the most complete in Canada. Their policy of marking goods close and depending on a large turnover undoubtedly accounts for the success of this firm.

The special advantages they are offering on many "short lines" are sure to attract a large number of buyers who will visit Toronto during November.

CHRISTMAS CARDS.

The Christmas cards offered this year are exceptionally handsome and artistic, which all such cards must be to sell, for, except in the cheapest trade, the days of the common lithograph are over. Among the brightest Christmas cards are the "For the Empire" series, and a line of Canadian pressed wild flower cards in Copp, Clark Co.'s is one of the finest ever shown in Canada. The real flower is pressed and attached to the card, making a very pretty and uncommon line. The "Maple Leaf" is another Canadian series that will take. In games, there is a wide variety, which anyone will admit who has received a copy of their circular containing 92 different games.

FOR FALL SPORTS.

"Victor" sporting goods, which are now so popular with almost every player, are the product of The Fancy Goods Company. "Victor" goods are well-known for their superior quality and correctness of style, and last, but not least, for the satisfying profit they yield the dealer. Complete outfits for rugby, hockey and all forms of outdoor and indoor exercise are described and illustrated in the useful catalogue, "The Drummer," issued by this company.

THE DRAWN-WORK INDUSTRY.

In Mexico there are many things which attract the attention of the average tourist. Of these one of the most distinctive is Mexican drawn work. Some of this is very artistic, and the patience of the Mexican women in its production has kept for this modern active world of machinery and machine-made articles the only survival of the beautiful needlework of a century ago, for which the women of Europe have been noted for several centuries.

There is a very large class of people in Mexico making a living out of drawn work. In many of the schools, especially those conducted by the Government for indigent children, and those run in the interest of the Catholic Church in Mexico, the art of drawn work is taught. In the Girls' Home there are several hundred young girls who devote a large part of their time to the production of the finest of Mexican needlework.

In the City of Mexico alone there are a dozen large shops which make a specialty of the sale of drawn work. This is all made in the schools of the city or by the women of the lower or lower-middle classes, who sell it at a very low price. A beautiful table spread, which brings from \$5 to \$10 in the United States, is sold here at first hand at from 50 cents to \$1 gold. There are hundreds of different designs of Mexican drawn work, from the simple-worked handkerchief, which retails in the city named at as low as 25 cents silver (about 12 cents gold), to expensive-worked pieces which cost months, and even years, of labor and sell even in Mexico at very high prices. There are in some of the private families pieces of drawn work which have taken half a century to produce. These are done on the finest linen and with the most elaborate figures and designs. In one school in Mexico there is a piece of drawn work which has been taken up and carried on by 15 different directors, most of whom spent practically a lifetime in the school. Drawn work is to Mexico what tapestry was to the women of the middle ages in Europe.

NOVELTIES IN GERMANY.

Says a German correspondent: "The present season is anything but propitious for novelty hunters. But there is, nevertheless, always something of interest to be met with.

For November Buyers

Short lines of stock are being brought forward
and those visiting Toronto can secure snaps
in many lines of

FALL AND HOLIDAY GOODS

Dolls, Chinaware, Albums,
Toys, Vases, Photo Frames,
Games, Celluloid Cases, Novelties,
Ornaments, Leather Cases, Woodenware.

Those who cannot see our lines in Toronto will find our
catalogue, "THE DRUMMER," a great buying help.
A copy of catalogue will be mailed on application.

The Fancy Goods Company of Canada, Limited,

50 Yonge Street, and
6 Wellington Street West, Toronto, Canada.

This is, for instance, the case with an innovation in playing cards. The suits of the novel set are printed in four different colors, viz.: black, red, green and yellow. Each card shows in the right-hand top corner a figure the same color as the other portion denoting its value. Should it be a picture card, a letter takes the place of the figure, indicating the picture. The advantage of this arrangement is obvious, more especially in the case of games where all the cards are dealt at once to a few players, as it is sufficient to keep only the right-hand top corners visible.

"The detective letter-weight is the name of a more ingenious than—at least, in my opinion—useful novelty. If people receive letters containing secrets they should not leave them about, and the mere fact that somebody of indiscreet tendencies has pryed into them, if recorded by the automatic detective, seems to me but a poor consolation. The paper-weight displays a little disc bearing figures or letters. A small lever protruding from the side with which the weight rests on the papers gives a turn to that disc every time the weight is lifted up and put down again, whereupon fresh figures or letters appear. Anybody not knowing the nature of the apparatus might, of course, be caught by it, but as soon as the thing becomes generally known, the cunning office boy, or the too curious lady typewriter would simply move the thing about until the figure reappears, or would prevent the action of the lever by sliding the weight off and on instead of lifting it. Nevertheless the novelty is likely to make its career, as such toys generally find favor with a certain class of well-to-do purchasers."

CROMPTON CORSETS.

The Crompton Corset Co., Toronto, during the month just closed completed the 26th year of their existence. During this little more than a quarter of a century the Crompton

Co. have witnessed a great many changes and improvements in the art of corset-making. Their long experience in the trade has given them a considerable advantage in the requirements of an up-to-date and well-made corset, and the goods turned out by the firm are certainly a credit in every respect. They have recently put upon the market several new straight-front models, an advertisement of which appears on page 57. These corsets have met with great success everywhere they have been introduced.

BIG FIRE AT NORTH SYDNEY.

Early on Tuesday morning, October 29, the building and stock of Vooght Bros., North Sydney, was destroyed by fire. The total loss is estimated at \$110,000, with partial insurance. The fire started in the rear of Vooght Bros' store and burned its way up through the goods elevator to the shoe department on the second storey before it was discovered. When the fire brigade arrived the whole interior was a roaring furnace, and all they could do was to keep the flames from adjoining buildings. The night was calm and the water supply excellent. The Bank of Nova Scotia building caught, but the flames were speedily extinguished. The fire burned very rapidly, and in two hours from the time of the discovery little remained of the immense building and stock but ashes. Of the insurance there is \$4,000 on the building, valued at \$15,000. Boots and shoes were entirely destroyed to the amount of \$15,000, and ready-made clothing \$10,000, besides a large quantity of groceries of all kinds, handsome furniture, millinery and over \$50,000 worth of dry goods, much of which was newly opened from the Old Country. The store was built 35 years ago and is the largest mercantile house in Cape Breton, the annual sales amounting to nearly a million dollars. The books were saved and 1,000 caddies of tobacco.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got.

Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL.

UNEQUALLED IN QUALITY AND PRICE

..... Sole Agents for Canada

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal,

The Good Games
 KNOWN AS
"Winter Evening Games"

ARE
 POPULAR WITH THE PEOPLE.

THE GAMES THAT SELL.

LET US HAVE YOUR ORDER.

Send for our order sheet of 92 GAMES and our new Catalogue of Fancy Goods which give full descriptions of all our games, besides numerous other lines suitable for Holiday Trade.

— WE ARE —

The House for Christmas Cards

We are Canadian Agents for the best makers :

DAVIDSON BROS., CASTELL BROS., HILLS & CO. "For the Empire Series."

Box Assortments of Cards, Autograph Cards, Celluloid Cards, Canadian Pressed Flower Cards.

SPECIAL—Canadian Maple Leaf Series of Cards.

The Copp, Clark Co., Limited, 64-66 Front St. West, Toronto.



"Cushion Grip" Hose Supporter

This supporter has Felt Button and Felt Shank and cannot therefore cut or tear the stocking.

HOLDS FIRMLY WHEN FASTENED

Every pair warranted. Rapidly replacing all inferior Hose Supporters.

Manufactured only by

PHILLIPS & WRINCH

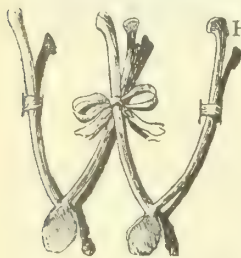
5 Wellington St. West, TORONTO.

MONTREAL—207 St. James St.

QUEBEC—74 St. Joseph St.

Jo. P. d.
 1/2 c. 2/1

HOLIDAY TRADE AND THE SORTING SEASON.



HAT is known in wholesale circles as the end of the sorting season is a busy time each year. As stock-taking is usually set down for the last week of November, efforts are made to clear out all odds and ends and any lines that are not considered desirable to carry over. Many a live buyer, therefore, through a

personal visit to the markets or by reading *THE REVIEW* picks up some snaps which are useful as special lines.

Besides that the sale of certain goods for holiday and Christmas trade goes steadily on, while in addition travellers are out with Spring samples of staple goods. All this makes November a busy month.

Buyers can get some good information respecting the future, as well as job lines for present trade by keeping a sharp eye just now.

AS TO DELIVERIES.

According to some advices there is going to be a revival in the demand for plaid dress goods. Paris and New York advices indicate large sales of tartans and plaids, and the goods are likely to be scarce. Wise merchants should secure these goods, and not be left in the lurch. Hosiery, gloves, and underwear have been very active. A contemporary contains an article opposing mills going direct to the retailer, and says: "Many merchants have found themselves in a very awkward position on account of certain mills not delivering their orders as promised; thus compelling the merchants to hunt around for desirable goods to meet the immediate demands. They have been caught once, but will not be caught again, and vow that for the future they will place their orders with some of the large wholesale houses, who they can be sure will deliver the goods when contracted for, and up to sample. In addition to these two important points the merchant can, during the season, sort up his stock, and have the goods per return express from the wholesale dealer, while if he sends his order to a mill, it has to be manufactured, and reaches him after the demand has passed in nine cases out of every 10. It is the old saying, a man, be he merchant or prince, has to learn often from bitter experience."

THE LACE TRADE.

There is expected to be a continuance in this market of the active demand for all kinds of lace goods. By latest reports received from Mr. Kyle, of Kyle, Cheesbrough & Co., while in Paris and other fashion centres in Europe, it appears that lace galloons are very strong in silks and cottons in white, Paris, arab and black shades. There is not the slightest doubt that galloons and lace and embroidery are the "proper thing." The advance sale is already large for Spring 1902 on these lines, with a strong feeling for present stock in blacks, particularly in good qualities, evidencing that the larger demand will shortly follow.

In garnitures, collars in various makes of silk, applique, combinations of lace and applique, chiffon and lace, sequin embroidered and applique effects on net, are all the rage in Europe. Another large season will be experienced on these lines.

Buttons are surely coming, too. From all reports, both foreign and American, there is a big demand for pearl, enamelled and small fancy buttons, both for trimming and buttoning purposes.

For Christmas trade Kyle, Cheesbrough & Co. are showing many pretty novelties in cushion tops, both lithographed and printed silk; also the heavy mercerized colored cord to go with the cushion tops. They are also showing a very nice range of hand-painted novelties in satin sachets, glove pockets, chain chatelaine bags, pearl sash pins; a new range of the latest hair ornaments, comprising the new model combs, Cyrano chains in novel styles; a new range of handkerchiefs for holiday trade; also complete lines in infants' bibs, fancy embroidered Swiss and Irish linen goods, stamped and plain, and other novelties.

The same firm announce that when readers get this issue of the paper there will be shown in their warehouse special prices in dress goods, silks, trimmings, underwear, Fall blouses, jackets and various novelties to clear out this season's lines to make room for new Spring goods. From advance sales on Spring goods they expect to do a bumper season, and must provide for the same. Buyers who visit Montreal are invited to call, or drop a line for whatever they need.

HOLIDAY HANDKERCHIEF TRADE.

There are also fine stocks of handkerchiefs for Christmas trade. John Macdonald & Co. show a great selection of fancy lace edge and Swiss embroidered. In the Montreal warehouse of the Brock Co. special attention was called to lines L2 fancy handkerchiefs at 85c. per doz.; 901, Swiss embroidered handkerchiefs, \$1 per dozen, and quality 100 hand-stitched embroidered handkerchiefs at \$1.25 per doz. These are all leaders and they solicit sample orders. All other lines of fancy goods are now in stock, ready for the holiday season.

The Brock Co., Toronto, show large ranges of brocade and Japanese silk embroidered lace, colored borders, hem-stitched, etc., to retail from 5c. to \$1 each.

K. Ishikawa & Co. state that the silk handkerchief trade for Christmas has begun and orders are coming in from the road. They find embroidered art goods to be in good demand this year, and large orders are being received for mantle drapes and cushion tops from towns and cities all over the country.

THE GLOVE TRADE.

A big business is being done in gloves for ladies' wear. The Brock Co., Toronto, show elbow, shoulder and other lengths in pure silk gloves at popular prices in black, cream, Nile green, helio, pink, sky, etc. Ringwood gloves, too, are in demand to retail at 25c. Of these a large range of about 24 lines of fancies, comprising seven of cream and three of black, leave plenty of room for choice. They also show a range of lined kid gloves to retail at 50c., 75c. and \$1; also working mits, lined and unlined.

John Macdonald & Co. report a repeat of their 707 real fleece cashmere gloves. A special job in Ringwoods at \$1.80 and one of children's at \$1.50 are remarkable values.

THE SILK SALES.

The sorting trade for Fall has been very good in Japanese silks, and the demand for Japan taffetas is a heavy one. I noticed a big range of these goods in black and colors in K. Ishikawa & Co.'s, who apparently anticipated the rush, and were well prepared for it. The millinery trade is taking Japan taffetas extensively.

John Macdonald & Co. speak favorably of silks for evening wear. They show plain and figured duchesse satins,

The Elevated Salesman

Patents applied for in Canada, the United States and Great Britain.

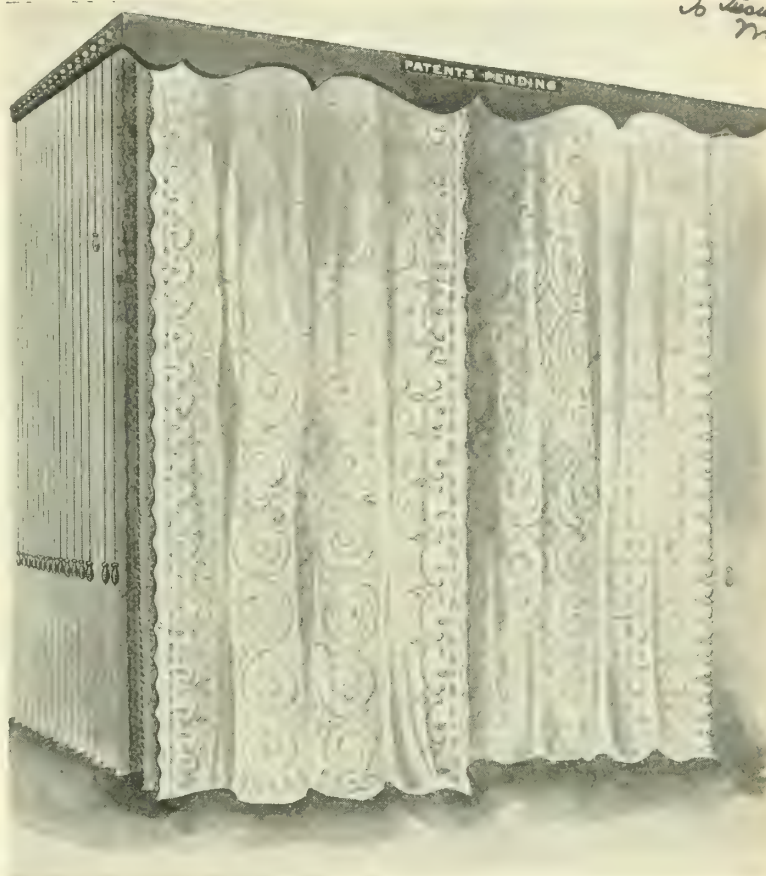
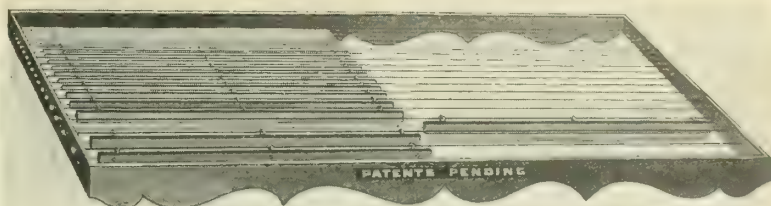
By showing your Curtains in this elegant, artistic, and dainty manner, you will largely increase your sales in that Department

Economize Space.

Make your Ceiling work for you.

The Ceiling and Selling Salesman of the New Century.

For displaying Lace Curtains, Rugs, Embroideries, Tapestries, and the like.



THE ELEVATED SALESMAN is a frame with track wires, on each of which a carrier travels back and forth. These carriers are provided with **FELT PADS**—on which the articles to be displayed are fastened by means of safety pins. The object of these pads is to prevent the soiling and tearing of the fabric, thus dispensing with clips or hooks.

At ends of each carrier a **CORD** with handle is attached, running through eyelets at sides of frame.

The frame is twice the width of curtain, and when cord at side is pulled, brings its carriers, with curtain attached, to opposite side of wire.

TO BRING BACK INTO PLACE amongst other samples, pull opposite cord.

The **advantages** claimed for this frame are the following:

- 1st. **No handling of goods.** You merely pull the cords.
- 2nd. **No tension or stretching of curtains.** All the pull is on the carriers.

NOTE—This is the only frame on the market provided with **PATENT CARRIERS, AND CORDS TO WORK THEM.** Thus **PREVENTING SOILING** of goods and **HANDLING** of curtains.

"The Elevated Salesman" is at work in numerous stores throughout the country, including the following: Montreal—S. Greenshields, Son & Co. Toronto—John Macdonald & Co. London—Smallman & Ingram. London—John H. Chapman & Co. Chatham—C. Austin & Co. Owen Sound—T. E. Vanstone. Winnipeg—The W. M. Gibson Co.

The following letter from one of the leading firms in Western Ontario will interest you:

A. A. McDougall Esq. London.

"Dear Sir—We have had in use one of your 'Elevated Salesman' long enough to be able to say that it is a good thing. It displays the goods better than out of the dirt and saves us a great deal of time in the ordinary way. The goods in our Curtain Department are much to be praised, and we are very much pleased with it."

Yours truly, JOHN H. CHAPMAN

3rd. **No tearing, soiling or holes in goods.** The curtain is pinned on to the felt pads on carrier by ordinary pins.

4th. **Felt Pads.** These pads will enable you to drape the curtains in any manner desired.

THE FRAME is a very handsome store fixture, and can be fixed stationary to ceiling or suspended from hooks for raising or lowering, as required.

It is finished in polished oak, and heavy copper wire is used in its construction.

Frame is 9 feet long by 40 inches wide, and is fitted to hold 30 curtains. When not in use, all the floor space occupied will be 4½ feet by 40 inches, in which space you have 30 curtains ready to show your customers.

Price, \$15.00

Terms: 5 per cent. cash. Net, 30 days.

W. A. McDOUGALL

MANUFACTURER AND
SOLE CONTROLLER FOR CANADA.

436 Ontario Street, LONDON, ONT.

colored bengalines, striped louisines, colored and black taffetas, and two lines of guaranteed black taffeta, a special feature of it being the guarantee stamp.

KNITTED WOOL GOODS.

Several of the big importing houses announce complete stocks of wool goods. These are useful for holiday trade and can be pushed. They include fascinators, hoods, caps, shawls, bootees, infants, etc., and all that class of Winter stuff.

LADIES' GOODS.

The Wyld Darling Co. report velvet ribbons in constant demand, both in cotton back and satin back, in all widths. These goods have been very scarce, and are being taken by retailers as fast as they come from Europe. The firm have received a big shipment of all widths in their standard lines, known to the trade as "25," wove edge, cotton back, from 4 to 120, and "X," satin back, from 1 to 6. They show a line of taffeta ribbons in all the leading colors for ladies' neckwear. Also a large range of new designs in Valenciennes laces and galloons for immediate delivery. Flannelette embroideries are now selling freely in pink, sky, grey, scarlet and cream. They show a very special range to retail at 5c. per yard.

Cool weather has started the sale for ladies' and children's underwear and hosiery. The Wyld Darling Co. are giving close attention and making greater efforts than ever on this branch of their business, having added another room for this department. They now offer extra values in ladies' underwear as follows: Nos. "Special" to sell at 25c., "63" and "65" to sell at 50c., and No. 72 natural, No. 73 white, No. 74 black and No. 77 scarlet all to retail at \$1 each. They carry a complete assortment of children's goods, also ladies' and children's combinations. In cashmere hose, ribbed, they have just received a full range of sizes in their well-known numbers, S35 and 37, and customers may now assort their stocks on these quick-selling numbers. In wool hose, their travellers show "Jumbo" to retail at 25c. and Nos. 198 and 206 worsted to retail at 40 to 50c.

BREVITIES OF CURRENT TRADE.

John Macdonald & Co. show some expensive goods in lace and silk collars for Christmas trade to retail from \$1.50 to \$5.

John Macdonald & Co. have just opened up a large shipment of one and one ribbed black cashmere hose, with 6 fold knees, and perfectly seamless feet. They are especially good value.

To retail at 25c., hosiery buyers are invited to sample Brock's (Toronto), "Yarmouth," "Pegtop," "W. J. C." in wool; "Dutell," M40 or M50 in cashmere; also the cashmere snaps—A at 25c. retail, B at 35c. retail.

The Gault Brothers Co., Limited, whitewear department promises to become one of the features of their big business, now they will be manufacturing it under their own roof. Next Spring's trade has already assumed large proportions.

The W. R. Brock Co., Limited, Montreal, have some special styles and values in braided chatelaines, black and steel. A clearing lot of ladies' wrappers at \$9 are great value. A beautiful range of women and children's aprons and pinafores are good for holiday trade.

For Spring 1902 the Wyld Darling Co. offer special values in cambric embroideries to retail at 5c., 8c., and 10c. These goods are put up in carton lots, assorted, and are undoubtedly the best values they have shown, several thousand pieces having been already booked for January delivery.



Cotton Situation is Good—New Mill in Quebec Province
—Unnecessary Flutter Over The Dominion Co.—
Improvements in Colonial Prints Plant—
Spring Quotations.

Montreal and Toronto, November 1, 1901.

THERE is really not much to say about Canadian cottons just now and large buyers are quite satisfied that conditions are favorable to the maintenance of present prices. There are certain factors, it is true, which seem to warrant retail buyers in holding off, but some authorities think that they will be forced into the market later on at no greater advantage to themselves. The features of the cotton trade at present in Canada are the proposed reopening of the St. John mills, and the Stock Exchange's attack upon The Dominion Cotton Co. owing to the omission of its quarterly dividend. It is also thought that competition may further effect prices. On the other hand, those who keep in touch with the cotton market say that manufacturers are down to rock bottom as regards the cost of manufacturing, and that there is not likely to be any further cutting for the mere cutting sake. The price of raw material also, they think, fully warrants present prices and in this market some buyers look for an advance in raw material owing to the shortage of the crop.

The caution shown by some retail buyers of staple cottons is attributed to large purchases made last season, and to hopes of lower prices. This expectation is not considered sound by large buyers.

NEW COTTON MILL.

Although no authentic information has yet been given out, we learn from a reliable source that it has virtually been decided to erect a grey cotton mill and that at Shawinigan Falls. The plans have been adopted, the site secured, and all preliminary arrangements for building made. It has not been decided, however, what form the company will take, but it will certainly be closely associated with the Colonial Bleaching and Printing Co., who are now buying the bulk of their yardage in Great Britain and the United States. Developments are awaited.

AFFAIRS OF THE DOMINION.

The Dominion Cotton Co. is still a paying and prosperous concern, with a gross profit of \$650,000 a year, so that the present stock movement, due to the passing of the dividend on account of the directors' desire to pay off the money borrowed to remodel some of the mills, need not be regarded as serious. Mr. S. H. Ewing, who is a director of both the Montreal and the Dominion Cotton Companies, in speaking about the affairs of the companies, is quoted as saying: "The Dominion Cotton Company will be financed through, though it may take some time to do it. A large part of its floating indebtedness has been put into material improvements and the plant is now up to date in every way. It must not be thought that there is any connection between the Dominion and the Montreal Cotton Companies. Montreal Cotton is in a splendid financial position. It has been necessary to borrow

very little money and the company could pay a 12 per cent. dividend if it desired. The first half-year of the Dominion Cotton Company made a poor showing, because cotton was bought at 2c. per pound more than it could have been obtained a few weeks later. As a consequence, the American mills, working on cheaper cotton, were able to send cotton cloth into the market at a very low price, compelling the Dominion Cotton Company to cut prices and meet the competition." Mr. James Wilson has replaced Mr. C. E. Whitehead on the board of directors, the latter retaining the managership.

COLONIAL CO.'S IMPROVED PLANT.

The Colonial Bleaching and Printing Co. are making quite a large addition to their plant at St. Henri which will give them that extra facility that they have required for some time. The new structure is merely an extension of the east wing and will be 140 ft. x 64 ft., three storeys high. It is expected it will be ready for occupation in six weeks' time. On the ground floor will be installed more callandering and beetling machinery, while some new machines for finishing fancy goods, hitherto not yet turned out by the Colonial Company, will be one of the important features of the extension. The two upper storeys will be devoted to storerooms, and the extra space will prevent that stock-room crowding that the firm has had to cope with. Altogether, the new addition will be a nice rounding-off of the plant.

Since they have been on the market Colonial prints have been a phenomenal success in almost every line that has been attempted and the plentitude of business that the officers find upon their hands is only a fitting reward to their enterprise and courteous treatment. An American cotton traveller who visited their works during the past week frankly conceded that they had no superior in point of equipment or plan on the American continent; he was capable of judging.

CURRENT CHAT.

In linens, the Belfast makers are not manufacturing, except for orders, a returned Canadian says, so that the prospects of a break in the market are not good. No doubt good buyers can get a shading in price, but nothing very material.

In carpets there is nothing new to note. There is a slight decrease in the price of raw material, but this does not affect the price of carpets. The Scotch manufacturers are reported to be not so busy as the English; in fact, some of the Scotch mills are only running half time.

The annual meeting of the Montmorency Cotton Co. was held October 29, Mr. Whitehead in the chair. The year's statement, owing to a strike, scarcity of labor, and delay in setting up new machinery, was not so good as that of the previous year. But it was, nevertheless, considered satisfactory by the shareholders present.

CANADIAN GINGHAMS, SPRING 1902 LIST.

202.....	6%	215.....	11½
203.....	6%	216.....	11½
204.....	8	217.....	11½
205.....	10	218.....	11½
206.....	10	219.....	13
207.....	10	220.....	11½
208.....	10	221.....	11½
209.....	10	222.....	18½
210.....	10	224.....	36
211.....	11	225.....	36
212.....	11½	Lawn 230.....	7
213.....	11½	Chambray 95.....	10
214.....	11½		

COLONIAL CO.'S SPRING 1902 LIST.

Prints--		Kitchener tweed--	
L.P. 24½-25-in.....	4½	26-in.....	9
M.P. 28-in.....	7½	Drills--	
H.P. 31-32-in.....	8	Heavy 31 32 in.....	12
C.C. 30-in.....	9½	Twills--	
M.K. 32-in. extra heavy navy		87 black and white, and navy	
print.....	10	and white, 32 ins.....	10
Ducks--		Muslin--	
28-in. navy and white, black		35 in. fancy blouse muslin..	8
and white.....	9½	Flannels--	
Sateens--		A.A. 27-28 in.....	8
Fancy dress sateen 30-31 in..	12	B.B. 28-29 in.....	8

MAGOG, SPRING 1902 LIST.

H print.....	4½	Sateen cretonnes.....	15
No. 1 ".....	5½	Art muslin.....	5
No. 2 ".....	7½	Corded muslin.....	9½
HHH.....	8	A45 foulard.....	10
AAA aniline.....	8	M5 lustrins.....	12½
C print.....	9½	Taffeta foulard.....	12½
SC indigo.....	8	Best taffeta foulard.....	13½
XXX.....	10	No. 11 sleeve lining.....	8 net
DC ".....	10	" 22 " ".....	9
GC ".....	12	" 33 " ".....	10½
NN sateen.....	10	" 44 " ".....	12½
A duck.....	8	" 22X.....	10
AA ".....	10	" 22 embossed.....	12
C ".....	11	" OC.....	12
H twill.....	11	" OC embossed.....	13½
Durban drill.....	9½	Coat linings.....	10½
XXX skirting.....	10	60 drill.....	9 net
Moreen.....	10	70 ".....	11
Magor tweed.....	9	80 ".....	12½
Ladas tweeds.....	10	90 ".....	14
Heavy mole.....	15	M1 print.....	7 net
Extra heavy mole.....	18½	G38.....	8
NF Salisburys.....	8	M2.....	8½
Summer suitings.....	8	M3.....	9½
NF reversibles.....	8	M4.....	8
NB suitings.....	8	AFA.....	6
Twill cretonnes.....	7½	Seaforth tweeds.....	9
Crepe.....	6½	Duchess apron, 36 in.....	10
Oatmeal ".....	9	Flags.....	4½
" ".....	10		net

NOTES FROM THE STAPLE DEPARTMENTS.

The W. R. Brock Co., Limited, Montreal, print department have sent their samples for Spring 1902 on the road. They are making "tony patterns" and "swell styles" their specialty this coming season. They have bought a stock lot of flannelette, 800 pieces, which can be retailed at 5c. per yard; an unusually wide cloth for the price. The linen department have opened out a fresh shipment of their famous linen crash towellings, viz: "Strathcona," "Shamrock," "Barnsley" and "Russia." There are still a few bales of No. 200 grey cotton to offer, which can be retailed at 5c. The print department have cleared out a stock lot of mill over-makes in wrapperette prints; regular 10c. goods which can now be retailed for 10c.

In staple goods there is a great activity in white and grey blankets say Wyld-Darling Co., who are in a position with all of the season's range to execute orders immediately. The increased sizes of their special brands have made them extremely popular, and where medium-weight goods are wanted they are certainly very desirable. For the sorting trade in flannels I never saw a place better equipped, all widths and qualities of navy, grey and military being kept throughout the season for this purpose. Wrapperettes, to retail for 10 and 12½ to 20c., which are in big variety, include three specials in English goods, which are trade-winners. Two lines of mercerized sateens, in plain and colors, to retail at 20 and 25c., will be hard to equal in the trade. A job line of mercerized furniture sateen may be had. There are special novelties in lap rugs, horse blankets, bed comforters, etc., that are worth looking up.

Another shipment of those popular 18-inch huck towellings has arrived in the linen section of the W. R. Brock Co. This is a dark brown huck, heavy weight, and all pure flax,

and is offered at 8c., though worth 12½ per cent. more. Similar cloth, but made mostly of jute, is being offered by some concerns, which will not give half the wear. In the same shipment was a lot of P150, 18 in. plain wash crash, which at 7½c. is very good value in the present state of the flax market. It is selling rapidly. Five numbers of heavy canvas, 3 fawns and 2 blacks, part of an old contract, are offered at 9, 10, and 12c. for the fawns, and 9 and 11c. for the black. In the towellings, bleached cotton goods, heavy weight, mellow finish, size 13 x 26, are offered at 25c. per dozen. No. 64, a cross, is a ¾-bleached damask napkin, from a lot manufactured for a Chicago firm and were not up to the samples. They are extra good quality, worth \$2, and offered at \$1.50. In flannellettes, No. E, a 30 inch plain Saxony, velvet pile, in 5 colorings, to retail at 10c. a yard. Paisley and Paisley stripes in American wrapperettes are shown in the latest shades, to retail at 12½ and 15c.

MR. SLESSOR'S ILLNESS.

We are glad to learn that the slight stroke of paralysis which Mr. James Slessor, director of The W. R. Brock Company, Limited, Montreal, suffered from in England a few days ago, is not considered serious. Mr. Slessor had been making his usual buying trip to Europe for the Montreal house of the company, and had concluded his labors when he was taken ill. His son, Mr. W. P. Slessor, has gone to England to accompany him to Canada. THE REVIEW joins with the trade, of which he is so old and valued a member, in hoping that he will return to Canada shortly in full vigor.

Mr. G. B. Fraser, of S. Greenshields, Son & Co., Montreal, who has been on the Continent for a couple of months making Spring purchases of dress goods and linens, has returned after a pleasant and profitable trip.

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Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

W. B. STEWART

27 Front Street West, TORONTO

THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.

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HEAD OFFICE,

- TORONTO.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent
and Pearl Batting.

The Auer Gas Lamp

Money-Back Style.

No. 5

IT will make your store or home as bright as day without costing you as much to run as your oil lamps or electric lights.

THERE is no smell from it and it does not flicker.

IT shows the true colors of your goods which oil and electricity do not.

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED.

SEND FOR CATALOG AND TRADE DISCOUNTS.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.

Manufacturers and Importers of

MANTLES—SHADES—CHIMNEYS—BURNERS—ETC.



To the Trade



This Month

we expect a considerable increase in our sales. Our buyers in every department have secured specialties and novelties for the Christmas and Holiday Trade. The tendency in giving

Xmas Gifts

is becoming more and more towards the useful and wearable. What can be more so than an article of House Furnishing; Cloth to make an Overcoat or Mantle; Neckwear, Gloves and Handkerchiefs?

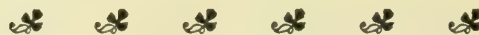
For All

occasions—Dress Goods, Silks, Ribbons, Laces, Chiffons, Fancy Knitted Goods, such as Shawls, Fascinators, etc., etc., for mother, sisters, wife, sweetheart and

Friends

We shall be pleased to see merchants and their buyers in our warehouses. Samples in the hands of our travellers. Telegraph, telephone and letter orders

Filled
Promptly



John Macdonald & Co.

Wellington and Front Streets East,

 TORONTO.



VOL. XI.

MONTREAL AND TORONTO, DECEMBER, 1901.

No. 12.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

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ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
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BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

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3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

Costumes,
SKIRTS, ETC.

Canadian Buyers will always find the
very latest Novelties in Ladies' and Children's

**Jackets, Skirts, Mackintoshes,
Capes, Etc., Etc.**

in our showrooms. Special attention is being given to the
requirements of the Canadian Trade, and we will be glad
to show our samples, and learn your needs.

*Mr. Robert Edminson is now acting as our
Agent for the Dominion of Canada.*

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

The name "Priestley" on Dress Goods
corresponds to Sterling Mark on Silver.

Unexcelled for Quality, Finish and Wear.
Merchants cannot afford to be without

Priestley's Dress Goods

S. GREENSHIELDS, SON & CO., MONTREAL.

Sole Agents for Canada.

WYLD-DARLING

COMPANY, LIMITED.

WHOLESALE DRY GOODS AND

MANUFACTURERS, TORONTO

XMAS

MEN'S and BOYS'

MEN'S and LADIES'

NECK

Linens, Gloves, Underwear, Ribbons,

MEN'S MUFFLERS—Silk, Mercileen, Cashmere with Spots, Dark Stripes and Checks.

GLOVES—Men's and Boys' Lined Kid and Mocha, Wool and Cashmere—in all colors.

UMBRELLAS—For Christmas trade—newest partridge and horn handles.

UNDERWEAR—Full range Wool and Fleeced for Men and Boys.

BOYS' RIBBED WOOL HOSE—Special job line, 6 to 10-inch, retail at 25c.

WOOL TOQUES, HOODS AND CLOUDS—Large range of prices.

TAFFETA NECK RIBBONS—4 inches wide. White, cream, tuscan, blue, rose, turquoise, cardinal, black and navy.

LADIES' UNDERWEAR—Stock well assorted in all popular lines for sorting trade.

SECONDS { Bleached Damask Cloths.
All Sizes.
Cream and Bleached Tablings.

XMAS LINENS

{ H.S. and Plain Table Covers.
Sideboard Drapes, Tray Cloths, Pillow Shams, etc.
Clearing lines Fancy Handkerchiefs, special prices.

SEE OUR SPRING LINE OF COTTON AND CASHMERE HOSIERY BEFORE PLACING ORDERS.

LETTER ORDERS PROMPTLY SHIPPED.

WYLD-DARLING CO., Limited
TORONTO

Commence the New Year Right.

Follow the plan of the most prosperous business houses of to-day and you can't make a mistake.

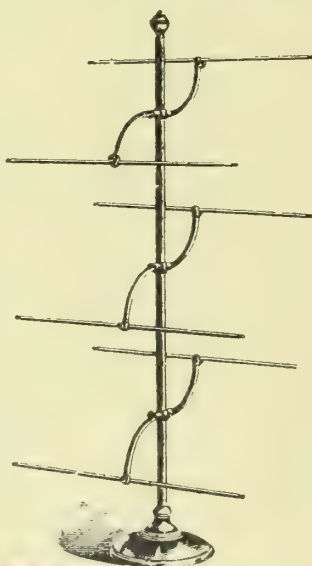
Send a card for our New Catalogue and select enough of our

Pretty Display Fixtures

to make your store up to date.

No order too Large for our Capacity.

No order too Small for our Best Attention.



The Toronto Brass Mfg. Co.

93-95 Richmond St. West, TORONTO.

"Rooster Brand"



Shirt Specials

500 DOZENS

BIG,

BULKY,

BLACK

SHIRTS.

\$4.50 doz.

Sold everywhere for \$6.00 doz.

CLIPS OF CLOTH ON APPLICATION.

ROBERT C. WILKINS, Montreal

Shirts, Overalls, Pants, Smocks, etc.,
for assorting.

S. GREENSHIELDS, SON & CO.

MONTREAL.

Newest Materials

and

Latest Styles and Designs

For the coming season will be found in our travellers' extensive and complete ranges of

Samples for Spring 1902.

Many lines are already selling rapidly. Place your orders early.

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MANCHESTER, ENG. LIMITED

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Bleachers

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Dyers

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Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

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Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks, Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

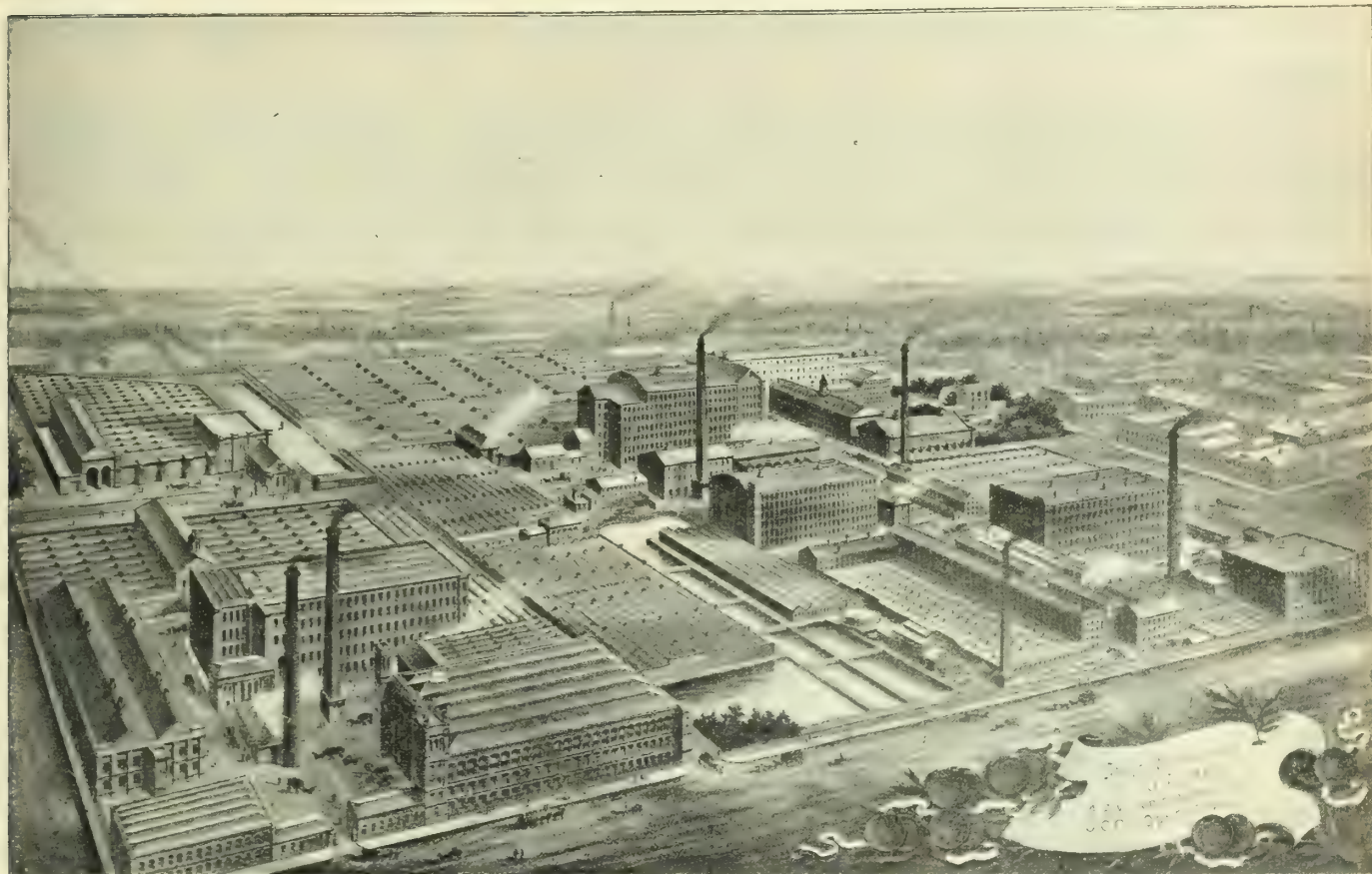
Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

Horrockses, Crewdson & Co.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

The Celebrated C.B. Corsets (Patented and Registered)

ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 Corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets
represent a
standard of
excellence to
which lesser-
known cor-
sets do not
pretend.



The many, if
unsuccessful,
imitations of
C.B. Corsets
form flatter-
ing testi-
mony to the
sterling merit
of the latter.



Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

SOLE MANUFACTURERS: Charles Bayer & Company.

Victoria Buildings, Golden Lane, London.
31 London Wall and London Wall Avenue, London.
Albion Stay Factory, Bath, England.
Victoria Stay Factory, Bristol, England.
Ideal Stay Factory, Oldland Common, England.
Baystar Stay Factory, Landport, England.
Imperial Stay Factory, Portsea, England.
Star Factory, Londonderry, Ireland.
Flinders Lane, Melbourne, Australia.
Barrack Street, Sydney, Australia.
Wellesley Street East, Auckland, New Zealand.

SOLE AGENTS FOR CANADA:

J. Hird & Co.

232 McGill St.

MONTREAL.

SPRING 1902

Our men are out, covering their respective routes from the ATLANTIC TO THE PACIFIC, and are showing for **SPRING 1902, Blouses, Skirts, Underwear, Whitewear, Parasols and Dress Goods.**

OUR DRESS GOODS collection contains only the newest and most fashionable Fabrics obtainable in the world's markets, all choice up-to-date stuff.

ASSORTING AND HOLIDAY TRADE

has been fully provided for by the complete replenishing of our stock in all departments.

LETTER ORDERS SOLICITED

"The Lace Warehouse of Canada"

Kyle, Cheesbrough & Co., 16 St. Helen St., Montreal

Novelties! Novelties! Novelties! **IN DRY GOODS.**

Canadian buyers when over in England should not fail to give this house a look up, as its chief features are Novelties of all descriptions in Dry Goods, **excelling in style and quality** and most adaptable to Canadian trade.

Hitchcock, Williams & Co.

SIR G. WILLIAMS

F. G. WILLIAMS

H. WILLIAMS

A. T. WILLIAMS

WAREHOUSES

Canadian Representative...

Mr. Cawdell.

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.

43, 44, 45, 46, 49, 50 Paternoster Row.

1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

“Hibernia”

Hand



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“Sterling”

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Stitch

UNDERWEAR

For Ladies and Children.

Baby-Linen

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Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

CORSETS



“Alpine” Natural Underwear
for Ladies and Children.

FACTORIES—

London, Strabane, Londonderry.

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Catalogues supplied on application.





"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

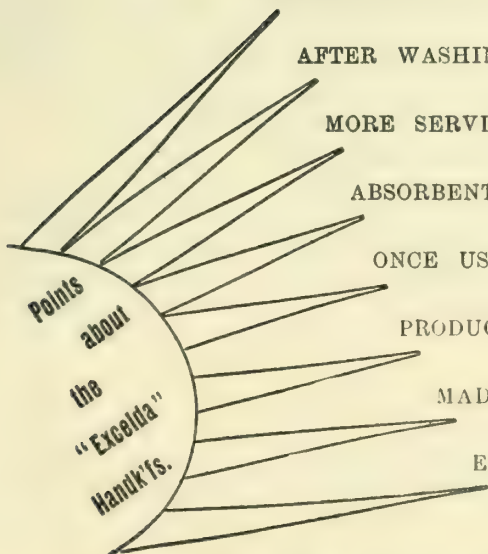
ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"



CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.



TORONTO

For Christmas Trade.

Fancy Linens

Doylies, Tray Cloths, Centre Pieces, Sideboard Cloths, Bureau Covers, Runners, Damask Table Cloths, Damask Napkins, Hemstitched Napkins, Damask and Fine Huck Towels.

Handkerchiefs

Initial Silk, Hemstitched Silk, Linen and Cambric, Picture, Christmas, Motto, Lace Trimmed, and Embroidered.

Neckwear

Puffs, Knots, Derbys, Bows and Way's Mufflers, etc.

Complete samples of all lines of goods for the
Spring trade now in the hands of our
travellers.

THE CANADIAN DRY GOODS REVIEW

VOL. XI.

MONTREAL AND TORONTO, DECEMBER, 1901.

No. 12.

OUR NEW YORK DRY GOODS LETTER.

An Active Trade in Holiday Goods—Cotton Outlook Improved—Seen at the Horse Show—
Ready-to-Wear Fashions—Waists and Petticoats—Lace in Great Variety.

From our own correspondent.

New York, November 27, 1901.



GENERAL survey of the dry goods market shows a very satisfactory condition of business, both as regards immediate business for Fall and initial orders for Spring. Firm prices in practically every line, with a tendency to advance in many, indicate a healthy state of business, which is good for all concerned.

The volume of business has been spread over a greater period and the Fall season is extended farther along than last year. A great deal of stress is being laid on holiday business in many lines, particularly in garments, which do not usually come in for increased attention in that connection. Manufacturers have gone out of their way in preparations for this class of business; sets of underwear have been put up in special boxes, as well as waists and petticoats in fancy gilt-edge boxes with mottoes suggestive of Christmas.

HOLIDAY TRADE.

Naturally, the holiday end of the business in fancy goods and smallwares is absorbing the main interest at present. The jewellery line and fancy metal novelties are particularly rushed. Toys have been ordered on an exceptionally large scale. Mechanical effects, engines, railroad trains, tiny automobiles, flying machines, knitting machines are favorites and are offered at surprisingly low prices. Ebony effects in both genuine and imitation are popular for manicure sets and toilet sets as well as fancy stationery novelties.

IMPROVEMENT IN COTTONS.

In the cotton field there is a marked improvement all along the line with the possible exception of the lowest-priced prints. The largely-increased uses for cotton opened up by the mercerized process have made a larger market. Spinners of fine yarns are sold months ahead on account of the great popularity of novelty cotton dress fabrics. Spring orders have

been largely in staples in white goods—lawns and batistes in sheer qualities are already scarce except for late delivery. Wash fabrics for skirts, waists and shirt-waist suits are in great demand and indicate another big season in these lines. Composite silk and mercerized fabrics, made partially of mercerized and partially of silk, are in considerable favor on account of their serviceability and lowness of price. The mills that have devoted their attention to this class of goods have found it possible to weave this class of goods at the cost of cotton goods and obtain close to the price of silk for their finished product. Chambrays and gingham have been freely ordered, especially by the cutting-up trades.

THE FASHION IN SILKS.

In silks the immediate demand is still for taffetas, though Spring orders do not incline so much in that direction. Peau de soie looks to be the leader for Spring, especially for January deliveries. A distinct leaning toward brocades is noticeable, especially for the finer trade. It is anticipated that taffeta raglans will come in for a big share of attention in the Spring, and that that demand will, of itself, be sufficient to absorb whatever taffeta is displaced by other varieties. The velvet craze is at its height and is seen in profusion at the horse show. Velveteens are likewise in high favor, especially in pin-dot effects. Large importations of velvets and pile fabrics are under way, and indicate a continued popularity of this class of merchandise. Liberty silks and satins and rather more than the usual proportion of printed foulards have been ordered.

READY-TO-WEAR.

In the ready-to-wear garment field, the country has gone "raglan mad." Everyone wanted raglans, and every piece of material that could be put in that shape was pressed into service. Retailers reaped an enormous harvest, and manufacturers were not left out; fancy prices were obtained, but the day of reckoning is at hand, and raglans, except in very heavy fabrics, are at a discount. Cheap materials were worked in, and a wholesale price of \$4.50 will do more to "kill" the business than anything else. Oxford materials were the most popular, and the semi-tight fitting back the

most popular style. Short jackets—20 inches—are in fair demand despite the extreme popularity of long garments.

A noticeable falling off in the demand for tailor-made suits is also a result of the raglan craze. For Spring the indications point to an enormous demand for costumes of the dressmaker variety, though tailor-mades are not likely to lack favor in the medium-priced end of the line up to \$25 wholesale price. The shirt-waist suit promises to be a large factor in Spring business and unusually large preparations have been made by an increasing number of manufacturers. The range of materials covers plain and fancy lawns, linens, dimities, percales, chambrays, and a variety of novelty cotton fabrics.

WAISTS.

In waists, flannels are being offered on a declining scale. The market shows a disposition to shade prices in a general clean-up before the Spring season starts in earnest. The tendency for Spring is for the very light materials, and even albatross is not considered in as favorable a light as last year. Estamines are particularly well thought of. The demand for evening waists has been unusually large, and promises to continue well on to the Spring season. White is the favored color, though all light shades are in requisition.

PETTICOATS.

In the petticoat field, taffeta holds its own and the attempt to introduce the soft silks has met with little encouragement. Changeable taffetas are at present in the foreground, but do not promise to remain so even despite advancing prices for the material. The garter skirt has not taken on to any extent and is being relegated to the "freak" varieties. Spring lines are well under way and show a predominance of taffetas. The immediate demand is for holiday numbers in taffeta and January sale numbers in mercerized sateens. A big demand for white petticoats for Spring is already in evidence. Spring orders on corset covers are in good volume. The French variety is still in the lead. The button-in-the-back waist is responsible for the "button-on-the-side" corset cover. Many styles of the latter are shown in Spring lines.

THE HORSE SHOW.

The horse show is the great event of this time of the year and is now in full blast. In the retail stores everything is "horsey" from the window decorations to the ribbon counter. Never before has so much interest been displayed in this event and never before has so much interest attached to the dress parade and its influence on future styles. The horse show has taken its rank as the leading American exponent of fashionable dress and ranks with the Grand Prix of Paris in the making or unmaking of styles.

LACE IN PROFUSION.

The profuse use of laces was the most noticeable thing to a close observer. On everything and everywhere almost—complete dresses, trimmings and collars, narrow and wide, black and white, plain and bejewelled—all pointing to a big revival of laces and lace effects. Another noticeable feature was the perfect forest of ostrich plumes and ostrich feather boas. To such a marked extent were these in evidence that it might be apt to term it an "ostrich show" as well as any other. Long satin coats and nobly short jackets with tails were also conspicuous.

With due allowance for the occasion, the mannish cut of garments was a feature of the ultra "swell" set.

Furs were everywhere in evidence with Persian lamb and ermine close favorites. Neckwear, too, was plentiful—where it wasn't a boa it was a ruff of the long, streaming variety.

W. J. BRANDT.

DISTINCTLY CANADIAN.

THE DRY GOODS REVIEW representative doesn't know where Peary got his outfit when he started for the Far North, but he does know that if he were starting out on an Arctic expedition, he would think of the "Hudson Bay Knitting Co." at once. Any one who visits the company's factory must jump at the conclusion that about a dozen Arctic explorers have received Government bonuses and hastened to place orders. Perhaps nowhere else is to be found an enterprise so typically Canadian.

The great Northlands with their almost perpetual ice, the cold Winters which make themselves felt almost all over Canada, the outdoor life of so many of our inhabitants, such as the shantyman, the farmer, the rancher, the fisherman, the hunter, the Klondyker and many more, call for the manufacture of many special articles of clothing which shall insure comfort, preserve health and enable humanity to brave the severest cold. In a word, the "Hudson Bay Knitting Co." give all their attention to the more useful and necessary items of wearing apparel. They are not concerned with Parisian designers or the London tailor, but the problem of devising more practical goods for the use of all those found in outdoor Canadian life in Winter.

The company's sample room is a better index to Canadian characteristics than a museum. It's a whole encyclopædia in this respect. Nothing is wanting, from the moccasin of the North-American Indian or oil tanned larrigan of the woodsman, to the ingenious sleeping-bag of the gold hunter in Alaska. Here you see ranged side by side all those curious (to the ordinary individual), yet needful articles; but you must navigate through the big six floor factory to find out how they are produced. It is indeed a varied lot of industries, which is carried on under this one roof. The most improved machinery and the most skilled operators are employed. Every operator is an expert in some one line. It may be at the wetting of gloves, the inserting of the thumb gussets or the cutting-up of skins. Right down to the boys who do the glove stretching, and the girls who control the knitting machines, each must know his or her own branch thoroughly. You are shown the materials and you wonder if all the animals in Barnum's circus have been slaughtered. Reindeer, mule, sheep, beaver, seal, buffalo, calf, and all the rest of them are here "in their pelts." Many of these go into the interesting reversible coats, which are fur inside and leather outside, others into heavy mitts or gloves.

There seems no end to the variety in footwear specialties from milady's dainty boudoir slipper to the habitant's cowhide and Indian moccasin; the latter in so many forms that you are apt to think all the redmen who paid homage to the Royal visitors come to Montreal to buy their moccasins.

The Hudson Bay Knitting Co. have a prosperous branch in Winnipeg which helps with the distribution of their specialties all over Canada. Trade has assumed such proportions that travellers are always on the road, and they have the field practically to themselves, for Canada boasts no other industry so thoroughly national and so thoroughly progressive.

The ratepayers of Galt, Ont., have carried a by-law granting a loan of \$7,000 to The Royal Carpet Co., Guelph, Ont., as an inducement to them to locate in the former city.

A new staple and fancy dry goods business has been opened up in Dundas, Ont., by William Mount. Mr. Mount has been well trained in the business, having been for some years with Thos. C. Watkins and A. Murray & Co.

The Most Costly and Richest Silks Shown in Canada.

We have them
in stock.

Black and Colored Silk Velvets and Velveteens.
Very Handsome Check Back Golf Cloakings.

Just received:

"Star Chain" French Opera Flannels, in all the leading colors.

HIGH-CLASS DRESS GOODS

Crepe de Chene, in White, Cream, Black.
Century Satin, in Black, Grey, Cream.
Colored Satin Cloths, Crepe Cloths.
Black and Colored Soliels.
Poplins, Repps, Mohairs.
Black and Colored Henriettas.
Black, Cream and Navy Serges.

Extra Good Value in Colored Meltons,

to retail at 20, 25, 35, 45 and 55 cents.

Black and Colored Moire Skirtings.

WHITE ORIENTAL AND NEW TAFFETA RIBBONS, in 22, 40, 60 and 80 line,
for Sashes and Collars.

PATENT LEATHER AND PLEATED SILK BELTS.

THE NEWEST DESIGNS IN FANCY FRENCH VAL. LACES.

*HANDKERCHIEFS OF ALL KINDS, and special lines for Xmas trade, in
Linen, Lawn, and Silk.*

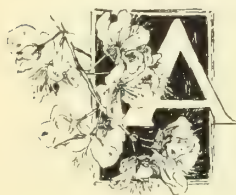
*NEW RANGES OF ENGLISH AND AMERICAN WHITE QUILTS AND
WHITE COTTON TOILET COVERS.*

FOR SPRING 1902

you will want the latest and best in everything for Ladies' Wear and can depend upon us for it. Do not rush your buying—our representatives will be along in good time.

BROPHY, CAINS & CO.,
Montreal.

DRESS GOODS.



ALTHOUGH there has been a fairly good business done by the dress goods departments during November, the month's transactions do not equal those of the same month last year. It is not everybody that feels free to confess to this, but to be frank about

it, sales in this department have differed from those of every other dry goods department, in that they have been disappointing. The circumstance is accounted for in divers ways, but the chief reason seems to be the predominance of the plain goods vogue, the very slight change in fashions, and the want of a fashion incentive to buy. It may be, too, that the large sale of ready-made skirts and blouses has also affected trade.

Some lines, however, have moved out astonishingly well, and foremost among these come the stuffs for tailor-made costumes. Canadian and imported woollens, homespun, tweeds, freizes and cheviots have enjoyed quite a heavy sale, and there is no indication of a diminution in their popularity. The tailor-made gown is a neat, convenient, and, withal, a dressy garment for street wear that seems destined for a long life. The cloths that are suitable for its building must always cut a wide swath in the dress goods business.

FOR EVENING WEAR.

Materials for evening dresses are now going out quite merrily in the lines we have already indicated. Printed organdies, challies, muslins, silk-striped lawns, cashmeres in all the leading shades, but particularly cream, and last, but not least, grenadines, in blacks and colors, are all selling quite freely. The Canadian ladies may not be buying as many new Winter dresses as usual for day wear, but they certainly are as particular about their new party or ball dress. There is also a noticeable tendency towards a better class of goods for evening wear; in fact, nothing is too good. These gauzy silk-lined materials are particularly favored, which makes silk grenadines a strong favorite. It might be mentioned in this connection that the lace and net robes we spoke of earlier in the season for evening wear, trimmed largely with sequins, have taken on quite well and have proven ready sellers.

SPRING SALES.

Speaking of light fabrics brings us to Spring dress goods. Although some retailers have shown a slight disinclination to go in on flimsy, gauzy, sheer fabrics being shown for Spring use, the sales of the nobby goods that have been shown have been very encouraging, and there is no doubt as to the success of the attempt to sell these goods. The tendency toward the sheerest, most diaphonous materials has been very strong for a couple of seasons, and next Spring bids fair, or rather, is certain, to cap this climax. Veilings, batistes, crepes de chine, eolannes, grenadines, light mohair cloths and black Picardy goods of fancy open weave all come in this class. A good deal of these goods are selling and will sell for Winter wear; by next Spring they will rage supreme. The leading buyers have placed orders in perfect confidence. Light-weight cloths of all descriptions, smooth and in the new colors, will be good no matter under what name. Light woollen

fabrics, such as voiles and albatross, look very promising. Flannels and finettelaines will be largely worn as before for blouses, flannels particularly of the Persian effect, spotted or striped, in fine hairlines. The heavy sale of blouse fabrics this Fall justifies the prediction of an enormous Spring sale—only the goods must be extremely light.

SPRING COTTONS.

But the most encouraging feature of the Spring trade has been the heavy bookings in cottons. This is one unmistakable sign that the retail trade look for a brisk Spring business. It is the general opinion that cotton orders have never been heavier. Mercerized sateens, lawns and printed muslins have all struck a popular chord, and repeats are already being sent to the mills. There are many nobby patterns in the mercerized sateens, and the heavy trade of last Spring will undoubtedly be surpassed. One very fine pattern we saw was a printed lace effect, shown by one of our leading concerns; it combines the highly-finished fabric and lace crazes that will be features of next Spring's trade. Better values and wider widths than last year are being offered—in fact, the width of the 10c. cloth is now back to 31 ½ or 32 inches.

SPRING COLORS.

Spring colors of dress goods are given as follows: Slates, fawns, resedas, robin's egg blue, royal and black. Probably the feature of this list is the coming of reseda green. Green seems to be a coming color, as it is becoming stronger in other lines than dress goods. Tans will, of course, be strong, as will, also, that linen shade that is being shown so generally. White is another color we have omitted, but it and combinations of black and white are in a class by themselves, so far as cottons are concerned; they will undoubtedly prove exceptionally heavy sellers.

NOTES IN THE FABRICS DEPARTMENT.

In their dress-goods department, The W. R. Brock Co., Toronto, are showing some specially attractive lines of materials that are in great demand, and, generally speaking, very scarce in the trade. Amongst these, we would mention silk-embroidered French flannels in exclusive designs, to retail at from 50 to 75c. per yard. Silk-embroidered lawns for evening wear—a specially cheap line most novel and dainty. Three numbers in French cashmeres with "velours finish"—all shades, including those colors which are daily asked for and difficult to find. Their celebrated vicuna-finished frieze, for coats and unlined skirts in black, navy and Oxford greys. Smooth-faced venetians in all the fashionable tints and in a variety of qualities to retail at from 50c. to \$2.50 per yard. In addition to the few lines mentioned above, this department claim to be fully assorted in all their staple numbers, and in the best possible condition to supply the wants of the trade. In black and colored velveteens, they have all qualities and colors in stock.

Silks have lately been more in demand, and The W. R. Brock Co., Toronto, are showing several lines, both plain and fancy, that are meeting with marked success. We would particularly mention their ranges of black satins, surahs, mervs, and peau de soies. In the last named they are still able to offer their celebrated "Jubilee" at old prices. They also have some specially-attractive lines of fancies for evening wear that are meeting with the approval of the trade.

S. Greenshields, Son & Co. have received a last shipment of their "Leader" underskirt. This is made of a fine-twill black sateen, lined with either colored percaline or flannel-ette. This a good line to retail at \$1.25, and dealers should

ask to see travellers' samples. They have also a full line of ladies' rubber circulars to retail from \$3 to \$9, in fawns, greens, blacks and blues.

The W. R. Brock Co., Montreal, have still a few lines of clearing lots in dress goods; also some clearing lots in skirts. Their silk department have some clearing lots in fancy silks.

In the dress goods business, there is a very active demand for amazons, venetians, broadcloths, etc., and the best-selling colors are cardinals, wines, navys, bluettes, castors, browns and fawns. There is a special range of black and navy cheviots in Wyld Darling Co.'s that is going rapidly. Black goods are also particularly active, and some excellent values in poplins, seviles, homespun and broadcloths are shown. In velveteens, the "Empress" brand is in great favor.

John Macdonald & Co. show a range of evening shades in taffeta and brocaded and Japanese silks.

S. Greenshields, Son & Co., are showing a very wide range of evening dress goods, including challies, muslins, printed organdies and muslins and grenadines. Cashmeres, in all colors, is one of the features of their dress goods department. In silks, they are carrying a full range of tamelines, peau de soie, and taffetas, in all the leading shades. Their bookings for Spring have been exceptionally heavy, particularly in cottons in which they are amply sustaining their name.

NOTES OF DRY GOODS TRADE.

The Montreal Millinery Co., Montreal, has dissolved.

The assets of P. Benoit, dry goods merchant, Montreal, were sold.

T. Miller & Sons, dry goods merchants, Oshawa and Port Hope, have sold out their grocery business at the latter place.

The assets of Derepentigny & Perrin, dry goods merchants, Montreal, have been sold.

J. S. McLeod, dry good merchant, is advertising his Vancouver, B.C., branch for sale.

M. J. Crottie, dry goods merchant, Toronto, assigned to Jas. Glanville.

T. D. Dettor, drygoods merchant, etc., Innisfail, N.W.T., has assigned.

The assets of Paul Desjardins, dry goods merchant, Montreal, have been sold.

The Truro Knitting Mills Co., Limited, Truro, N.S., have applied for a charter.

E. Lepage & Co., dry goods merchants, Montreal, are retiring from business.

The assets of St. Alp. Rue, dry goods merchant, St. Donat, Que., were sold.

J. M. Besharah, dry goods dealer, Brandon, Man., has opened a branch at Minnedosa.

James Hall & Co., wholesale glove dealers, etc., Winnipeg, have sold out to Thomas Clearihue.

The American Silk Waist Manufacturing Co., Montreal, has registered as incorporated.

The stock of D. Beauvais, dry goods merchant, etc., St. Hyacinthe, Que., was sold at 58c. on the dollar.

The Smyrna Rug Manufacturing Co., and John Crosland, St. Catharines, Ont., assigned to Thos. W. Close.

The stock of Blanchard, Bentley & Co., wholesale and retail dry goods dealers, Truro, N.S., was damaged by fire; insured.

Knox, Morgan & Co.

Wholesale Dry Goods, HAMILTON, ONT.

IN STOCK

Special Imports for Christmas Trade

Lawn Aprons—Child's, \$2.25 to \$3.00 per dozen, assorted sizes.
Maid's, 1.20 to 2.25 " " "
Ladies', 2.25 to 4.50 " 38-inch.

Fancy Austrian Linens—Doylies, Runners, Tray Cloths and Table Cloths in great variety and at popular prices. Send for a sample lot assorted.

Lace Handkerchiefs—75c., 95c., \$1.15, \$1.20, etc., etc.

Silk Handkerchiefs—Fancy and Japanese, from \$2.25 to \$9.00.

Table Napkins—2 specials at \$1.35 and \$1.75 per doz., in 5-doz. lots. Very special value.

Ladies' Fancy Garters—\$1.35, \$1.80, \$2.00, \$3.00, \$4.00 per doz. pairs.

OUR LONDON FASHION LETTER.

Spring Novelties in Millinery Shown in Paris—Some of the Hats Seen—Some New Neckwear Illustrated—Colors in Chinese Silks, etc.

From our own correspondent.

London, November 20, 1901.

FROM PARIS COMES THE PLEATED SKIRT.



EW and stylish walking dresses of plain or shot taffetas have recently made their appearance in Paris, that are fashioned in voluminous folds from the waist. One such model from a famous house in the Rue de la Paix was in a rich copper brown taffeta shot with bronze green. The extremely full skirt was pleated in the front with three heavy folds on the right and again on the left that fell in heavy pleats to the feet. Over the hips were five smaller pleats, and at the back heavier pleats all allowed to fall free to form a semi-trained and handsome full back. Around the lower part broad straps of dark bronze green velvet were laid on in spaced groups of three.

The tight fitting bodice had elbow sleeves, and a full-flounced pointed basque that started from the hips was headed with two straps of velvet ending with two dull steel and scarabee buttons at the back. A fichu-shaped trimming

of old lace, threaded with bronze velvet ribbons, was arranged with a point, low at the back, widening out over the shoulders, and coming down low on the front in two points. This and other signs give color to the suggestion that full skirts and hip draperies are on their way for the coming season.

EARLY MILLINERY MODELS.

Paris millinery models for the earliest buyers in the Spring market will not show any very startling novelties, though very original ideas in hand embroideries and similar trimmings may be expected. At the present time Paris shows a great preference for white in every form, white felt, white velvet, feathers and flowers, nets, chiffon and embroideries.

Camille et Valentine showed in their salon a few days since a very original-looking pleated toque of white felt, bordered with cream



The latest in Ruffles and Neckwear, sketched at E. & H. Tidswells, Wood Street, London.

colored applique, indented with two strass ornaments on the front, a black and white bird rested upon the crown, black velvet was passed through the pleated part at the back, and a stylish chou of white tulle rested upon the hair under the right brim.

A black picture hat in the same salon, with two handsome black ostrich feathers disposed, one over the crown from back to front, and a smaller one to fall over the back, was lined with folds of white mousseline de soie. This hat was curved

upwards on the left front and side in a novel fashion, and was uplifted with a half wreath of variegated holly.

Marescot soeurs showed a charming picture hat of beige velvet, with bands of hand embroideries in light beige and castor silks laid around the upper brim and the low tam-shaped crown. Across the front was disposed a shaded beige and castor feather, with a large bebe knot of taffetas in the same shades on the left front, and from this another feather, also shaded, drooped low on the left brim.

PROFITABLE SIDE-LINES FOR MILLINERS.

Ruffles and neckwear of fancy gauze, net, lace, chiffon, taffetas, mousseline de soie and other thin textures are big sales, and a wealth of novelty is apparent in the specialties brought forward this season. These goods are not only taken up well by fancy drapers, but are also made very remunerative side lines by milliners, costumers and ladies' outfitters. It

is well to point out here that there are many signs to warrant the supposition that these tasteful items of fashionable neckwear will be still bigger features of the Spring trade, and, with this in view, the very latest ideas in these departments, as now illustrated by favor of Messrs. E. & H. Tidswell, may prove acceptable. The smart ruffle at the left is in white taffeta soyeuse with long ends. The three frills that form the neck ruffs are edged with quiltings of black point d' esprit, and bordered with lines of narrow black velvet ribbon. The ends are ornamented in similar fashion. This pattern is also done in black, with white lace trimmings. The stylish cravat in the right-hand corner is formed of point d' esprit net and black ribbon velvet. The collar is of finely folded net, overlaid with the velvet ribbon, and the knotted ends are drawn through gilt eyelets.

The handsome ruffle in the lower corner is a very popular type that is done in either white, cream or black uncrushable chiffon, and is very fully ruffed around the neck, with a cape-shape ruffle to fall on the shoulders. Frequently this pattern is tipped at the edges with ostrich or chenille trimming. Huge ruffles of black chiffon, with extremely long fan pleated ends, have a very becoming edging of white or cream small ostrich tips. Very elegant ruffles of white chiffon with long ends, gathered with 13 or 14 closely-drawn tucks at the lower part,



The latest in Net Robes for evening wear. The skirt is of black silk net with applied lines of black satin ribbon, and the Godet flounce is finished with pleatings of black chiffon. These robes are sold ready to sew into a waistband, and with sufficient material to make the bodice. Our sketch is from a model of Corby, Palmer & Stewart.

Lister & Co., Limited

Manningham Mills, BRADFORD.

SILK VELVETS, Black and Colored.

Repeat orders can be executed in ten
days to two weeks. : : : :

WATCH
OUR LINE
FOR
THE LATEST
CREATIONS
IN

LADIES' NECKWEAR

FULL RANGE
FOR

CHRISTMAS TRADE

NOW READY

E. & S. Currie

TORONTO

Crompton Corsets

BETTER THAN EVER BEFORE.

We seek to constantly offer the most stylish and durable corsets at the lowest possible prices—prices no competitor can even approach quality for quality. Our

NEW STRAIGHT-FRONT
BIAS-CUT AND GORED
MODELS

A vast array of elegant designs suitable for any style of figure are inducements no up-to-date dealer should resist. We have other models that command attention, as well as enthusiasm, from buyer and seller. Write us, or inquire of our travellers.



The Crompton Corset Co.

78 YORK ST., TORONTO.

LONDON LETTER—Continued.

and then allowed to fall free in fan pleatings, have fine applications of black chantilly lace on the edges. These are, of course, intended for special wear during the Winter season, as for theatre or evening parties, but will be styles that will have a great following for outdoor wear in the Spring and Summer season.

LI HUNG CHANG'S JACKET.

When Li Hung Chang visited London he was entertained at the Chamber of Commerce in the Fishmongers' Hall at a grand afternoon reception. The writer was present, and remembers being impressed with two things, the way in which the great Chinese statesman suspiciously sniffed at the tea which was offered him and at the cautious way in which he lightly sipped it. The other thing was the wonderful silken sheen of the famous yellow jacket which Li Hung Chang wore. It was not a very long jacket, and the extreme richness of the silk caused it to reflect light and shade almost as if the silk was spun from glass. The open bell-shaped sleeves showed a lining of the richest silk in that deep, beautiful blue associated with Chinese porcelain or enamels, and yet in some lights reflected the greenish-blue of the peacock eye feather that ornamented his cap.

CHINESE SILKS.

Some of the colors to be found in Chinese silks of the best quality are from dyes known only to that wonderful nation, and no one has succeeded in exactly reproducing them. Very old silks, used in mandarin and other official capes, show wonderful pinks, brilliant reds and strange shades



A favorite London style in tailor-made or ready-to-wear hats. The model, one of Messrs. Walter Webb & Co.'s, Wood Street, is in Royal red felt with a choux of red velvet imprinted in black, and two grey and white couteaux.

of yellow and sage green that have never lost their glow of color, and the new silks in which these shades are used have exactly the same tints, showing that the Chinese dyes have a peculiar fastness of their own, and the secret of their power has been well kept for many centuries. Modern Chinese

silks include various makes not unlike taffetas, but there is no question of Chinese taffetas ever splitting as French and other manufactures do, they wear, one might say, almost forever.

Mr. Chas. Bayer is one of the English corset factors who is evidently not frightened by the recent American invasion, and his announcements on the success of his "C. B." Erect Form Corsets bristle with defiance against all comers from the other side. The firm claim, and rightly too the foremost position in the market and state that the term "erect form" is used to invite comparison with similarly-named American productions. The "C. B.'s" are offered at half the prices of the American corsets, and this should do much to keep them in the front of the trade. Other well-known English manufacturers have brought out special lines to compete with the American manufactures, and the whole trade is on its mettle. This should make for good all around.



The newest form of Fencing or Gymnasium Costume in dark blue Viyella with collar and cuffs in white.

New uses are constantly being found for the well-tried "Viyella," so long and favorably known as unapproachable for ladies' nightdresses, pyjamas, dayshirts, blouses, etc., and now it is the accepted fabric for gymnasium costumes. In London a great fashion has sprung up for fencing by ladies and the best-known exponents of this graceful sport have adopted "Viyella" for fencing costumes, designed in the style shown in our illustration.

A. MEEHAN.

THRIVING BROCKVILLE FIRM.

One of the largest and most successful dry goods firms of Brockville, Ont., is that of R. Davis & Sons, who for a great many years have been prominent in the business circles of that town.

During the past few years great changes and improvements have been made, and two or three years ago the whole store was renovated and an extension built. But even this was not sufficient to accommodate the ever-increasing business, and now an extra storey has been added to the clothing department, connecting with the lower floor by a wide oak staircase.

The new addition is built of brick, and is 35 feet square. It has hardwood floors and a metallic ceiling. It is well lighted. The shelving is arranged in an attractive and handy form, and the interior, painted in light colors, has a most inviting appearance.

The new department is devoted to ladies' wear, including furs, and a fitting-room at one end is a feature that will be appreciated.

This store is now equipped fully to meet all the demands of a bright, up to date business.

THE "RAINBOW" CLOUD.

S. Greenshields, Son & Co., are showing one of the prettiest novelties of the season, to push the sale of their celebrated Orkney Shetland floss. It is a rainbow cloud made of this wool and is slated to take the place of the umbrella cape which has been so popular of late, as it is more becoming to young people. One of these clouds is sold to every buyer of Orkney Shetland floss for display purposes.



The Canadian Manufacturers in Convention

A Notable Gathering at Montreal, Where Important Subjects were Discussed and Significant Speeches by Public Men Delivered.



THE thirtieth annual convention of The Canadian Manufacturers' Association was held in Montreal on Tuesday and Wednesday, November 5 and 6. This was the first time in its history that the association has met outside of Toronto. About 150 delegates were present from all parts of the Dominion and it was doubtless as representative an industrial gathering as Canada has ever seen. The Montreal conferees attended the meetings in large num-

bers and the two evening sessions saw an attendance of over 400 of Canada's wealthiest citizens.

The first item on the programme was of a character to make the visiting delegates feel thoroughly at home. It was a civic reception at the City Hall at which his worship Mayor Prefontaine, in the name of the citizens of Montreal, extended a hearty welcome to the association. The City Hall presented a busy scene about 10 o'clock Tuesday morning as the delegates arrived. They were met by a number of aldermen and Hon. Mr. Rolland, who, by the way, took a warm interest in the entertainment of the visitors

throughout their stay, and escorted them to the council chamber which was pretty well filled. Mayor Prefontaine then read the following

ADDRESS OF WELCOME.

"Mr. President and Gentlemen,—It gives me the greatest pleasure to address a few words of welcome to your association and to express the satisfaction of our citizens at being privileged to entertain your association in a city which owes so much, and which will owe much more to the manufacturing industry of Canada before Montreal's destiny is attained.

"I am one of those who believe that this

GOOD CITY OF MONTREAL,

at present by far the largest, most wealthy and most influential community in the Dominion of Canada—is destined to be one of the three principal cities of the American continent. And in arriving at this conclusion, I have been influenced, among other things, by a recognition of the sterling character and indomitable enterprise of her manufacturers, and a firm belief in a vast development of her manufacturing industry. Of course, I take into account Montreal's unrivalled position as a great seaport in the very heart of the most productive of the continents, and I anticipate the steady improvement of all of her unrivalled

natural trade facilities. I do not fail to recognize the importance of advancing our educational methods, and of perfecting our municipal system of government, and I admit the value of the proverbial energy, industry and skill of our mentally strong, northern-bred working classes—the bone and sinew—yes, and the wholesome heart—of our community. I am perfectly aware, too, of

THE ESSENTIAL IMPORTANCE

of maintaining the soundness—the reputation for scrupulous integrity of our great financial and commercial institutions; but I firmly believe that none of the other interests working for the future greatness of the city in which you are to-day, is of greater importance than the one with which your association is so intimately and so profitably connected.

“And, as Mayor of Montreal, I am proud to say that this good city is almost as much interested in the development of the industrial institutions throughout the length and breadth of this Canada of ours, as it is in those located within our own municipal boundaries.

“Our harbor is the national port. Montreal is, as the metropolis, the

HANDMAID OF THE WHOLE COUNTRY.

Every extra bushel of grain raised in Canada means that much more export trade for Montreal, or will, when our terminal facilities are put on the footing they ought to rest on; every factory established or enlarged means increased trade. So our interests are identical, whether we live here under the shadow of Mount Royal, or are engaged in the development of industrial activity along the busy shores of the great lakes or in the prairie towns of the Far West. It is to your advantage, as well as to ours, that the manufacturing industries of Canada should flourish and that Montreal should prosper and succeed in that gigantic work of perfecting the terminal facilities in the harbor, to which she has set her hands.

“Perhaps I may be permitted to say here that I hope the time has about come when we good Canahians from every hamlet, every village, every town, every city, every Province, of Canada, will regard the interests of our most remote fellow-countrymen as identical with our own. Montreal, I hope, and really believe, has got far beyond that foolish stage when it regards the progress of a sister community with an eye of jealousy, and of all the things which make me proud of the city which has been so generous to me, that is one I especially admire. With our

MARVELLOUS UNDEVELOPED RESOURCES

before us, we have plenty to demand our attention besides squabbling and the cultivation of little sectional jealousies. We are all Canadians, whether by accident of birth we speak French or English, let us do our duty as such in the special sphere of operations in which we happen to be thrown, feeling that while doing our duty by our own district we owe a duty to Canada as a whole, and have a share in the progress and happiness of the whole Dominion. The future of the country depends upon the friendly cooperation of all sections of its widely-spread population, and it is because The Manufacturers' Association is devised with the noble object of securing this very cooperation within one of the most important interests in the country that I take special pride in welcoming you here to-day.

“As I am told that I am to have the privilege of addressing some further remarks to you upon another occasion, I will content myself now with assuring you that you are

THOROUGHLY WELCOME

and that the citizens of Montreal trust that your visit will be productive of much practical benefit and of personal pleasure.”

Mr. P. W. Ellis, president of the association, in reply, thanked, on behalf of the members, the Mayor for his kind reception. He said that 300 years ago Montreal was the principal trading post in Canada, and it was still so to-day; it was the gateway of the Dominion. The association was one of great importance; and, no doubt, this convention in Montreal would lead to the forming of plans which would greatly advance the interests of the manufacturers in the Dominion, for none of the members of the association were more enthusiastic than those of Montreal.

Mr. J. D. Rolland, Chairman of the Reception Committee, spoke a few words of welcome, and referred to the growth of manufacturing interests in the city and country.

The delegates then proceeded outside, where cabs and hacks were awaiting them, for a drive through the city and around the mountain. In the vehicle with Mayor Prefontaine were Ald. Sadler, Mr. R. Munro and Mr. P. W. Ellis.

WOOLLEN BRANCH MEETS.

But while the majority of the members were being entertained, a section of the association was already getting down to work. Forty-two members of the woollen branch met in the ladies' ordinary at the Windsor Hotel where they held a private meeting. A plan of operations was outlined after a full discussion of the existing grievances of the woollen industry, and a resolution was framed to be brought before the general meeting. The following officers were elected for the year. They are:

Chairman—Mr. J. B. Henderson, Paris, Ont.

First vice-chairman—Mr. S. T. Willett, Chambly Canton.

Second vice-chairman—Mr. E. T. Dufton, Stratford, Ont.

Secretary—Mr. T. A. Russell.

Committee—Messrs. R. R. Stevenson, J. Turnbull, Montreal; J. P. Murray, Toronto; J. Kendry, Peterboro', Ont.; G. Forbes, Hespeler, Ont.; G. Pattinson Preston, Ont.; J. Dick, Toronto; J. F. Morley, M. Boas, St. Hyacinthe, Que.

The first business session of the association was held in the afternoon in the ladies' ordinary of the Windsor, the president, Mr. P. W. Ellis, Toronto, occupying the chair. After expressing pleasure at the large attendance, he asked the members to be terse and concise in their remarks to facilitate the transaction of business. He appointed a committee on resolutions, composed of Messrs. Hees, Roden, Murray, McNaught, Munro, MacMaster, and others, who had resolutions to bring before the meeting.

A letter was read from Vice-President C. C. Ballantyne regretting his enforced absence from the city and his inability to attend the convention. He trusted that the meetings and banquet would be eminently successful, expressed thanks to Messrs. Wm. MacMaster and Frank Paul for their cooperation during the past year and concluded with his warmest wishes for the future.

IRON AND STEEL INDUSTRY.

Mr. George E. Drummond then rose to ask if the association would take in consideration the iron and steel and chemical industries. He pointed out how gratifying it was to Canadians to have seen the immense expansion in the iron and steel industry of the past year. Steel has been carried to a higher point than ever and he considered it would be necessary to afford parallel protection to the industry. A committee was later appointed to look into the matter.

REPORT OF THE TARIFF COMMITTEE.

The report of the Tariff Committee was read by Mr. Hees as follows:

Your Tariff Committee begs leave to submit the following report covering the work of the past year, during which time we have held several meetings to discuss tariff matters, brought to our attention by our members:

DRAWBACK FOR EXPORT.

The first was in the form of a resolution from the Executive Committee asking whether the drawback of duty paid on articles entering into goods for export should be allowed when these articles were manufactured in Canada. The matter was carefully discussed by representatives here on both sides. It was finally resolved, however, that the Committee could not support the request asking that the drawback be not allowed on these classes of goods.

WOOLLENS.

The second matter under consideration was the request of the woollen manufacturers to have the duty increased on woollen goods entering into Canada. This matter has been fully placed before the Committee and before the Association in general. We have voiced the sentiments of our members in strongly submitting to the Government the request last year for protection, and instructed our secretary to assist the woollen deputations in every way possible. So far no concession has

been made, and we have to commend the matter to the attention of the assembled convention again this year.

IRON TUBING.

The third matter under consideration related to the duty on iron tubing and angle iron for the manufacture of spring beds. A request was made for the admission of it free for this purpose as well as for the manufacture of iron bedsteads. This request was recommended to the Government, and we hope that it will yet be adopted.

OATMEAL.

The fourth matter related to the duty on oatmeal. The oatmeal millers asked that the Association endorse their request for such alteration of the tariff as to prevent the duty on raw material exceeding that on the finished product, as is often the case under the working of the Customs tariff, where the duty on the raw material is on a specific basis, while that on the finished article is on an ad valorem basis.

LUMBER.

A request was made by the lumber manufacturers of British Columbia that the Association endorse their request for a duty of \$2 per thousand on lumber. Your committee consisted of representatives of the Ontario lumber interests, and also those of the furniture interests involved, but was unable to do further than recommend to the Government the position of the duty on such lumber as is not manufactured in Canada. We have, therefore, submitted the matter for your attention at this meeting.

BABBITT METAL.

Certain manufacturers of babbitt metal, which at present carries a duty of 10 per cent., while the raw material entering into it carries a duty of 15 per cent., have asked that this duty be increased to 25 per cent. We corresponded with a number of members of the Association interested in this material, but have not yet been able to get strong enough support to present it fairly to the Government.

LEAD.

The question of the duty on lead and lead products was brought to our attention by correspondents during the year. As this is an important question affecting many interests, we have held it over to be considered also to-day.

GOVERNMENT IMPORTATIONS.

One of our members urged that the Association should express itself against the Government importing articles without paying duty. Your committee had not, however, before it sufficient information to enable it to act in this matter, and it was felt that the Government would in all cases give the preference to Canadian products where these were obtainable.

One of our members drew attention to the desire of securing a higher duty on paper boxes entering Canada. We were not able, however, to get any support on this from other paper-box manufacturers, so the matter has been allowed to rest.

BEET-ROOT SUGAR MACHINERY.

The announcement of the Government to allow the entrance of machinery for the manufacture of beet-root sugar into Canada free of duty for one year was brought to our attention by some of our members interested. While we felt that this was not the proper manner for the Government to take up the encouragement of an important industry looking to the beet-root sugar manufacture, still we felt that as the concession was granted only for one year with a view to starting the industry in Canada, it should not be strenuously opposed by manufacturers.

OIL.

The question of the tariff on oil was raised by one of the members of the Association that we support the somewhat general petition that had been presented to the Government asking that the duty should be removed. The Tariff Committee, after considering this question, had the matter fully discussed before the Executive of the Association, the result being the passing of a resolution in which the committee of the Association declined to support the request for the removal of duties on oil products.

At this meeting several matters have been brought to our attention, viz., the tariff on the following items:

- (a) Woollen goods.
- (b) Oatmeal.
- (c) Lumber.
- (d) Folding boxes.
- (e) Coal.
- (f) Agricultural implements.
- (g) Flour.
- (h) Shirts and collars.
- (i) White lead and resulting products.
- (j) Spades and shovels.

It is the recommendation of your Tariff Committee that one or two names of persons who may be interested in these be added to the representatives of the particular interests involved, that they report to the committee of the whole at the meeting to-morrow morning and discuss the tariff items referred to and then report to the general meeting of the Association. We commend this policy for your adoption.

There are also a number of other tariff items to which attention has been drawn since this circular has been sent out, and it is for the meeting to decide whether you will have any of these discussed or not. It was the opinion of the Tariff Committee that this could not well be done. If, however, you wish to make provision for recommendation to the general meeting, on tariff items other than those mentioned in the circular, we would recommend that you decide upon it at once.

All of which is submitted, on behalf of the committee for the year.

GEO. H. HEES, Chairman.

Investigations into other tariff matters were also asked for, notably, on granite, on reeds and rattan, for the proper appraising of goods (with considerable applause),

and on finished licorice for confection purposes. The following committees were appointed to draft resolutions in regard to the different matters, which resolutions were to come before the general convention for final approval:

PERSONNEL OF COMMITTEES.

WOOLLEN.—Messrs. J. B. Henderson, Forbes, Dick, Pattinson, Warner, J. R. Shaw.

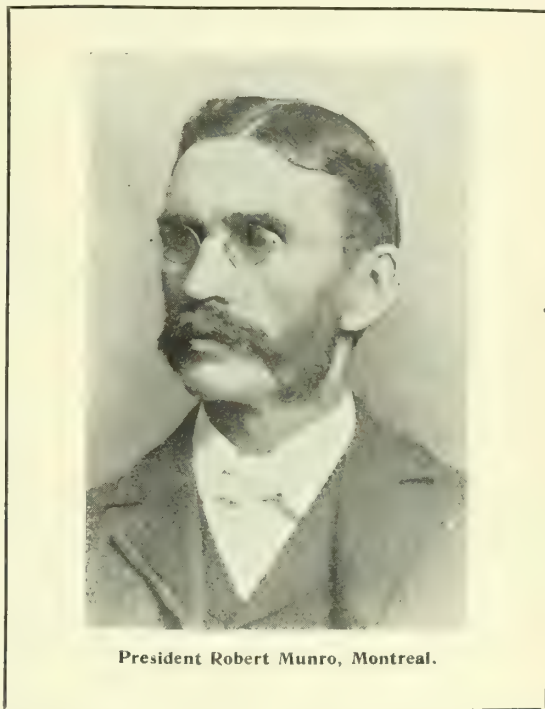
OATMEAL.—Messrs. Thomas Martin, J. D. Flavelle, W. Thompson.

LUMBER.—Messrs. W. K. MacNaught, W. B. Tyndall, J. R. Shaw, E. J. Koyse, D. W. Karn, Newcombe, Saunders, Curry (Amherst, N.S.), Craig (Firstbrook Box Co.), Mason and Frost.

FOLDING BOX.—Messrs. A. Jephcott, D. F. Brown, J. Wilson, Geo. A. Mace, Millar, Ritchie, John M. Laae, Wm. Stone.

AGRICULTURAL IMPLEMENT.—Messrs. James Maxwell, Cockshutt, Verity, representative of Massey-Harris Co.; Frost, Cox, and representative of Whitman & Barnes.

SHIRT AND COLLAR.—Messrs. Tooke, Skelton, Gor-



President Robert Munro, Montreal.

don, Wilkins, Sims, Morrice, Greene, Kendry, Winnett, Hudon and Beaudry.

PROPER APPRAISING.—Messrs. Brainard, Travers, Verity, Greene, Cockshutt, Rosamond and Gill.

IRON AND STEEL.—Messrs. G. E. Drummond, A. J. Moxham, J. M. Taylor, Hobson, Cockshutt, Verity, Bertram, J. O. Thorn, Peters, Gill, Moffatt, Birge and Travers.

CHEMICALS.—Messrs. George, James McCall, Smallman, J. P. Murray.

REPORT OF RECEPTION COMMITTEE.

The report of the Reception Committee was then read by the chairman, Mr. Thos. Roden, after which it was adopted:

MR. PRESIDENT AND GENTLEMEN,—

Your Reception Committee begs leave to report that we have followed in part the suggestions made at our last year's general meeting re. the planning of a series of dinners, associated with discussion of interest and import to the manufacturing industries of Canada.

January 25 a banquet was held after which a lecture was given by Mr. Harvey on the Metric System of Weights, Measures and Currency, associated with general discussion.

In February a lecture was given by Mr. Kennedy on the development of the steel and iron industries in Canada.

On March 22 a lecture was given by the National Cash Register Co., under the auspices of the Association. The meeting was well attended

and was the means of suggesting many reforms in our manufacturing establishments.

April 25 a dinner was held, followed by addresses on Chemistry as applied to the Arts and Manufactures, by Professor Lang and Dr. Ellis. An evening of enjoyment and profit was spent, from which influence the college theorist and practical business man were brought into closer sympathy in the solution of the problems of the day.

October 20 a luncheon was tendered to the foreign and Canadian correspondents associated with the Duke of York's visit.

We are pleased to report that all of these meetings were very successful, and we take this opportunity of thanking the officers and members of the Association for their generous sympathy and support in making them so. It will also be gratifying to you to know that in every case but one the receipts exceeded the expenditures, and that, as shown, your committee has a balance to its credit.

We are strongly of opinion that it will be advisable to continue this form of entertainment, and we trust that the same hearty support accorded in the past will be given in the future.

The arrangements for the present convention have been carried on by this committee, through the secretary, Mr. T. A. Russell, working in conjunction with the Montreal branch, reports of which cannot be given until its conclusion.

We regret that it has not been possible to arrange for meetings in the different cities as suggested in last year's report. The membership in most localities not being sufficiently large to warrant the expense, we felt it advisable to await improved conditions.

We take this opportunity of expressing our sincere appreciation of the work of our secretary, Mr. T. A. Russell, in rendering such hearty and invaluable assistance in bringing our efforts to such a successful issue.

Respectfully submitted,

THOS. RODEN.

Some discussion took place upon the advisability of adopting the metric system. Mr. Mason, of Mason & Risch, thought that the association ought to urge the Government to take it up without regard to the action of other countries. "We ought to take an initial step in this important matter, and our own Government's action would be an object lesson to other Governments. Thus the metric system would soon come into general use." Mr. Mason also referred to Mr. Hardy's able address upon the metric system, delivered in Toronto.

INDUSTRY AND MEMBERSHIP.

Mr. James P. Murray, the chairman, read the report of the Industry and Membership Committee, as follows:

Your Industry and Membership Committee begs leave to submit its report of work done during the past year.

In connection with the membership portion of our work, attention was first directed to the possibility of securing an increased representation of members in our Association from the city of Montreal. Through the active cooperation of our first vice-president, Mr. C. C. Ballantyne, arrangements were completed for a meeting to be held jointly of the Montreal members of the Canadian Manufacturers' Association and the members of the Montreal Manufacturers' Association with a view to amalgamating the two. At this meeting, which took place at Montreal, it was resolved that the Montreal Association unite with the Canadian Manufacturers' Association, and that a local branch be also established in connection therewith for the city of Montreal. From that time our membership in Montreal has rapidly increased, until it numbers at the present time some 125, although even this number should be doubled during the coming Association year.

We have also had formed during the year local branches at Halifax, for the Province of Nova Scotia; Vancouver, for the Province of British Columbia; Winnipeg, for the Province of Manitoba, and one in the city of Toronto. During that time the membership has also grown at a satisfactory rate.

The other matters which we have entered upon and carried out have been the securing of the formation as sections of the Canadian Manufacturers' Association, the Woollen Manufacturers' Section, the Agricultural Implement Manufacturers' Section, the Oatmeal Section and the Piano Section, all being members of the general Association, having a special committee for their own section, and with our secretary as their secretary.

At our last annual meeting we reported with some considerable enthusiasm that our membership had increased to 342. We are able to report to-day that we have 825 members in good standing and 28 applications pending acceptance at the first meeting of our new Executive Committee—certainly a growth that must be satisfying to the members of the Association, for we must recognize that a strong membership is the first requisite for a good association. Unless we have a sufficiently numerous membership we shall lack funds to carry on our work; shall not have the men on our committees that we require, nor will our deliberations receive the attention that they require. The Membership Committee has therefore always most important work to do in connection with the progress of the Association. In addition, however, to the work done by the committee, we have to notice the special efforts put forth by some of our members. What these are, and who deserve the praise, may be seen from the following list of proposals for membership by different members:

NEW MEMBERS PROPOSED BY

Membership Committee, 225; J. O. Thorn, 87; C. C. Ballantyne, 39; J. P. Murray, 25; Wm. Stone, 10; W. K. George, 9; P. W. Ellis, 9; Jas. Davidson, 8; C. H. Riches, 7; F. H. Wright, 6; W. K. McNaught,

6; John McFarlane, 6; Thomas Roden, 4; F. B. Featherstonhaugh, 3; Geo. H. Hees, 3; J. J. McGill, 3; Lang Tanning Co., 3; Geo. Evans, 2; Geo. Booth, 2; R. E. Menzie, 2; J. J. Cassidy, 2; Wm. McMaster, 2; J. F. Ellis, 2; Robt. Munro, 2; N. A. Beat Chair Co., 2; J. D. Rolland, 2; W. E. Harris, 2.

INDUSTRY.

In connection with the Industry Section of the work of your committee, it is not necessary for us to report in any considerable detail. Several of the matters that are referred to in the report of other committees were first brought up in our committee, which was regarded as the pioneer in the work of the Executive Committee, and matters were then referred to the separate proper committees for final report.

We have to note, however, the increased interest that was taken through our efforts in the Metric System. On the recommendation of your committee this subject was made the basis of one evening's discussion at the first monthly dinner held under the auspices of the Reception Committee. Col. Jeffrey Burland was to have introduced the subject, but in his absence it was ably dealt with by Mr. Arthur Harvey, Toronto, Prof. Ellis and Principal Galbraith, of the School of Practical Science, and others. The result was the adoption of a resolution at that meeting recommending to the Executive Committee that it place itself on record as in favor of a conference between representatives of the English-speaking nations with a view to securing a uniform system of weights and measures, etc., on a decimal basis. The result of this discussion has already been made public, and has led to a considerable revival of interest in the subject in Canada.

MUSEUM OF PRODUCTS.

We have been able to arrange at the offices of our Association for a very considerable display of the products of several countries, notably, the West Indies, having received representative exhibits of their products with a view of encouraging trade with that sister colony. In the same way we have also received samples of Karui Gum, and other articles from Australia; some of the products of their own manufacture, and we hope gradually to add to our collection so that it will become one of the valuable assets of the Association.

Under the heading of work of this committee has also been grouped the work attaching to the proper furnishing of our head offices. These are now very adequately supplied with the necessary machinery for an up-to-date mercantile office, and we believe a credit to the Association. We cordially invite any members when in Toronto to visit the offices of the Association and there become acquainted with the different parts of its work.

In conclusion, your committee recommend that, as the work of the Reception Committee and the Industry and Membership were so identical in many respects, it would be well to amalgamate these two, making a committee to be known as "The Reception and Membership Committee," which would be able to adequately look after the work of the Association in these two important particulars.

All of which is submitted on behalf of the Industry and Membership report.

JAMES P. MURRAY, Chairman.

T. A. RUSSELL, Secretary.

REPORT OF PARLIAMENTARY COMMITTEE.

The secretary then read the report of the Parliamentary Committee, as follows:

Your Parliamentary Committee begs leave to submit herewith its report covering work for the past year. This work falls naturally under two headings: First, those matters of Dominion legislation that received attention; and, second, legislative matters in the Province of Ontario. Any matters affecting the interests of manufacturers in the Province of Quebec were looked after by the local section in Montreal.

The matters that have received the attention of your committee in the field of Dominion legislation may be outlined as follows:

First.—The Alien Labor Bill.—During the last session of Parliament, a Bill was introduced by the Premier amending the Alien Labor Act in several important particulars. Your committee carefully investigated the terms of the Bill proposed, and, while not in sympathy with this class of legislation, decided not to oppose the Act, but to seek for such amendments as would prevent some of the most serious hardships to manufacturers. We, therefore, secured the insertion in the Bill of a clause providing that the Act should not apply in the case of the importation of skilled labor not obtainable in Canada and required for the development of any of our manufacturing industries.

TRADE MARK ACT.

Another Bill was that introduced to amend the Trade Mark and Design Act by making the Union Label rank as a Trade Mark. This Bill had passed the Commons at the previous session of Parliament, and was last year introduced in the Senate. Your committee held special meetings to consider its opposition, and acting with the Montreal branch, sent a representative to Ottawa to oppose this Bill before the Banking and Commerce Committee of the Senate. Despite the support of it there by representatives of all the labor organizations, the efforts of your repre-

sentative were successful in having the Bill reported on unfavorably by a unanimous vote.

PATENT ACT.

Patent Act.—A Bill was introduced seeking to extend the life of a patent that had not been used or developed by the holder during its natural term. This was considered as injurious to the interests of manufacturers, and on our opposition to it laid before the Minister of Agriculture, the Bill was withdrawn.

The other matters receiving the most careful attention of your committee were the Patent Act and the working of the Patent Office. At the annual meeting a year ago instructions were given to your committee to investigate this subject and place its views before the Government with a view to securing an improvement in the facilities afforded by the Patent Office.

Our work in this department divides itself under two heads: First, recommendations affecting the working of the Patent Office, on which our views were set forth as follows:

"It was resolved that the secretary prepare and forward to the Department of Agriculture at Ottawa a resolution dealing with this subject and embodying the following points:

"1st.—That the entire revenue derived from the Patent Office should be expended on the office in order that the work might be as efficiently done as possible.

"2nd.—That the services of an official thoroughly skilled in the work of a modern patent office should be secured for the purpose of directing the examiners in the Canadian Patent Office.

"3rd.—To print copies of patents so that they may be obtained at a reasonable price.

"4th.—To make it incumbent on examiners to take up applications as far as possible in the order of filing.

"5th.—To provide a sufficient number of examiners to expedite the business of the office.

"In presenting this resolution the attention of the Government was also to be directed to the following points:

"In support of suggestion No. 5 it was pointed out that the number of patents applied for during the year ending June 30, 1900, in the United States, was 39,815; that the number of examiners was 200; that, therefore, the number of applications to be considered by each examiner was approximately 200.

"On the other hand, the number of applications that have been received in Canada for the year ending September 30, 1900, was 4,576, and the number of examiners at present employed is seven, making a total of 663 applications to be considered by each examiner. Consequently an examiner in the Canadian Patent Office is required to look into at least three times as many patents as it is considered he is able to do in the United States Patent Office."

In this connection we have to note that during the year a substantial improvement has taken place in the working of the Patent Office; that the number of examiners has been increased, and that other facilities have been provided to expedite the work of the office. Other suggestions, however, covering the printing of patents, etc., have not yet been provided for. We commend our recommendations once more to your support.

The nature and scope of the amendments to the Patent Act proposed could not be better set forth than in the following statement, prepared for the committee by Mr. J. E. Maybee:

The Deputy Commissioner of Patents should not necessarily be the Deputy of the Minister of Agriculture (as now required), as the association has already suggested that a specially qualified person be employed to take charge of the Patent Office, and such a person should bear the rank of Deputy Commissioner of Patents.

Very important changes are suggested in section 7. We advocate amending the section so as to avoid the possibility of having a Canadian patent voided through a use of the invention by another party in some other country or by its description in a printed publication which has not reached Canada.

In this we will follow British precedent.

Of at least equal importance is the change suggested to section 8.

The committee strongly approves the amendment set out in Mr. Fisher's Bill of last session, which struck out that part of the section which limits a Canadian patent to expire on the date of expiration of the first expiring prior foreign patent for the same invention.

Much hardship has been caused Canadian patentees by this proviso, which in 1898 was struck out of the United States statutes. It is felt that a patentee in Canada who tries to protect his invention in foreign countries should not be placed in a worse position than the patentee who leaves his invention absolutely open to the inhabitants of foreign countries and contents himself with only a Canadian patent.

A very radical departure is suggested in regard to patent fees.

Fees are now payable in three instalments of \$20 each, \$20 payable on filing the application, \$20 before the expiration of the first six years of the life of the patent and \$20 before the end of 12 years. This arrangement is troublesome to all parties and many have lost their patents through carelessness or inadvertence in failing to pay their renewal fees. It is suggested that the filing fee be made \$15, and that a further fee of \$15 be made payable after the allowance of the application. The patent when issued is to remain in force for the full term of 18 years without requiring further attention from the patentee in regard to fees, but, subject, of course, to any other requirements of the Act.

The office revenue would not suffer by this, and Acts of Parliament (expensive and troublesome to obtain), would no longer be required to revive forfeited patents.

A complete change is suggested also in regard to the procedure relating to "Interferences," that is in those cases when two or more persons have applied for patents for substantially the same invention and which are pending in the office at the same time. At present the dispute may be settled either by arbitrators or by the Exchequer Court. Arbitration is expensive and uncertain, and it is suggested that interferences be settled by the Patent Office, primarily by an official to be known as the Examiner of Interferences, and, if an appeal is desired, by a Board of Appeal.

This Board of Appeal is to be composed of the Deputy Commissioner and two examiners, and its formation was considered desirable, primarily, as providing a court of appeal from the decision of a primary examiner who may have rejected any or all of the claims of a pending application; the extension of its powers to interference cases naturally followed.

In interference proceedings the commissioner has full power to make all necessary rules and regulations, but the United States rules of procedure are recommended as a guide.

Section 37 on manufacture and importation was left alone, but the secretary is desired to find out, either from Ottawa or England, what is the cause of the delay in Canada becoming a member of the Berne Convention as to industrial property. If the delay is caused by the necessity of changing this section, the committee recommend that circulars should be prepared setting forth any arguments that may be advanced both for and against the changes, and asking the opinion of the members whether, in view of such required changes, Canada should become a member of the Convention.

An important discussion arose over sections 25 and 26, relating to joint ownership of patents. As these sections now stand no intimation is given that an assignee of any undivided interest in a patent, no matter how small, is entitled to work the invention independently of the other owners and to pocket all the proceeds, unless a special agreement to the contrary is entered into. It is suggested that a clause be added to section 26 notifying the public that an assignment of an interest in a patent creates a tenancy-in-common between the joint owners, so that assignors will be warned to have special agreements prepared, when assigning, defining the rights of the joint owners.

It is also deemed advisable that a clause should be added to section 26 providing that assignments must be registered within three months of their date of execution.

In section 39 it is advised that the item relating to reissue fees be changed to read, "On every application for reissue of a patent after surrender the fee shall be \$20."

Owing to the loose wording of the present item it has been the practice to charge \$4 per year for every unexpired year of the 18-year term, making \$72 if a patent were reissued during the first year of its life.

In section 55 a change was made making it an offence to advertise articles as patented which were not so patented, as some manufacturers have sustained injury to their trade by this particular deception.

The words "for the purpose of deceiving the public" were dropped, as it is deemed the act of falsely marking

goods as patented should be sufficient proof of wrong intent.

A number of other changes were suggested, but the above are the most important, and for further detailed information the annexed schedule, showing the Act as it stands, and also as we have amended it, or have suggested it should be amended, may be consulted :

Section 5, to read : " There shall be a Deputy Commissioner of Patents, and the Governor-in-Council may, from time to time, appoint such officers and clerks under the Deputy Commissioner as are necessary for the purpose of this Act, and such officers and clerks shall hold office during pleasure."

Section 7, to read : " Any person who has invented any new and useful art, machine, manufacture, or composition of matter, or any new and useful improvement in any art, machine, manufacture, or composition of matter, or any new and useful improvement in any art, machine, manufacture or composition of matter, which was not used or described in any printed publication, in Canada, by any other person before his invention thereof, and which has not been in public use or on sale, in Canada, with the consent or allowance of the inventor thereof for more than one year previous to his application for patent thereof in Canada, may, on a petition to that effect presented to the commissioner, and on compliance with the other regulations of this Act, obtain a patent granting to such person the exclusive property in such invention."

Section 8.—In line 1: Change " person " for " inventor " ; in line 2, " any other " for " a foreign " ; in line 7, strike out " foreign," and add after " patent " the words " in any other country."

The committee approves of the amendment of this section adopted during the recent session of Parliament, dropping the last clause of the section which reads " and under any circumstances if a foreign patent exists the Canadian patent shall expire at the earliest date on which any foreign patent for the same invention expires."

Section 16.—The first clause to read : " The commissioner on the recommendation of an examiner shall object to grant a petition in any of the following cases."

Section 16 : " Recommendation is made that an additional clause be added to this section provided that the action of the commissioner in granting or refusing a patent shall be subject to revision by any court of competent jurisdiction."

Section 16, part e, to read : " When it appears to him that the invention has already been patented in Canada or elsewhere to another person, unless the commissioner has doubts as to whether the patentee or the applicant is the first inventor."

Section 19 : This whole clause should be struck out, the policy of appointment of arbitrators being condemned.

In its place substitute : " In case of conflicting applications for any patent, the matter shall be referred for decision to a skilled person in the employ of the Patent Office, to be known as the ' Examiner of Interferences.' "

2. " The Examiner of Interferences shall be appointed by the commissioner to hold office during his pleasure."

3. " An appeal may be taken from the decision of the Examiner of Interferences to the Board of Appeal, provided same be entered within six months from the date of the decision of the Examiner of Interferences."

4. " The commissioner may, from time to time, frame such rules as he may deem necessary to govern the procedure before the Examiner of Interferences, the taking of the necessary evidence and the procedure of appeal."

It is deemed desirable that the rules of the United States Patent Office relating to interferences be followed in the main, particularly as to the filing of the preliminary statements of the opposing parties.

Section 22, clause 1 : Strike out all the words after " 18 years " in line 2, beginning " but at the time of the application." The clause is to read : " The term limit for the duration of every patent of invention issued by the Patent Office shall be 18 years."

Section 22 : Clause 2 to be struck out.

Section 22 : Clause 3 to be struck out.

In section 23 : " Whenever any patent is deemed defective or inoperative by reason of insufficient description or specification, or by reason of the patentee claiming more or less than he had a right to claim as new, etc."

Section 23 : That a clause be added to this section, providing that the date for application of reissue of a patent shall be limited to two years.

Section 24, clause 4, to read : " In case of death of the original patentee, or of his having assigned the patent, a

like right shall vest in his legal representatives or assigns, any of whom may make disclaimer."

Section 26 : Recommend that the words " and such an assignment shall create a tenancy-in-common between the joint owners of the patent unless a special agreement to the contrary is entered into between the parties " be added after " in writing " in the third line.

Section 26—line 3 : " Any instrument " should be " an instrument." Further, an addition should be made to this section providing that an assignment must be recorded within three months after the date of the execution of the assignment.

Section 29 : Add in line 2, after the word " patentee," " or his legal representatives," so that it would read, " Every person who, without the consent in writing of the patentee or his legal representatives, makes, constructs, etc."

Section 37 : In connection with this section, recommendation is made that the secretary ascertain from the Department in Canada, or, if necessary, in England, what changes in the present Patent Act are necessary if Canada is to become signatory to the Berne Convention ; and then a circular letter should be prepared setting forth briefly both sides of the question, and this should be sent to all members of the association to ascertain their views as to whether Canada should adopt these changes, and become a party to this convention or not ; and, also, that we ask the Department not to make any changes in the Patent Act which may be necessary for adherence to the Berne Convention until the views of the manufacturers on the changes proposed can be ascertained.

Section 39—Item 1, to read as follows : " The full fee for a patent of 18 years shall be \$30, \$15 of which shall be payable on the filing of the application, and the remaining \$15 within six months after the allowance of the patent."

Strike out the next four items of this section, and amend item No. 11 of this section to read : " On every application for reissue of a patent after surrender the fee shall be \$20."

Section 43 : Strike out all after the word " Act " in line 3, so that the section will read, " No person shall be exempt from the payment of any fee or charge payable in respect of any services performed for such person under this Act."

Section 46, to read : " Every person, who, before the issue of a patent has purchased, constructed or acquired with the consent or allowance of the inventor any invention for which a patent is afterwards obtained under this Act, etc."

Section 47, to read : " All specifications, draughts, models, disclaimers, judgments, and other papers except caveats and pending applications for patents shall be open to the inspection of the public at the Patent Office under such regulations as are adopted in that behalf."

Section 55—line 17 : Drop the words " For the purpose of deceiving the public," so that this clause will read : " Who advertises or offers for sale as patented any article not patented in Canada is guilty of a misdemeanor."

The following to be added as a section to the Patent Act : " Every applicant for a patent or for the reissue of a patent, any of the claims of which have been finally rejected by the examiner in charge of the application, may, within six months after the date of such rejection, appeal from the decision to a board of appeal composed of the Deputy Commissioner of Patents and two examiners in the employ of the Patent Office to be appointed by him, neither of whom shall be the examiner whose decision is appealed from."

Our recommendations re the amendment of the Act were not taken up by the Minister of Agriculture last year, the reason being given that with the entrance of Canada into the Berne Convention, certain changes might possibly have to be provided for, and that in the meantime the Patent Act should remain as it stood until revision could take place bringing it thoroughly up to date.

TRADE MARKS

Trade Mark Fees :—Recommendation was also made to the Minister of Agriculture that the present trade mark fees be reduced from \$35 for general trade marks, and \$25 for specific trade marks, to \$7.50 and \$5 respectively.

With this was also a couple of recommendations that means be devised to protect illustrations, labels, and novel advertising matter at a slight cost.

The committee also recommend the substitution of the words " Copyright in Canada," in place of the lengthy notification now required, as the long form now in use

often considerably mars the appearance of articles which it is intended to protect.

INSOLVENCY LEGISLATION.

At the annual meeting a year ago a strong resolution was adopted placing on record the opinion of the members present there, that we should have a uniform Insolvency Act for the Dominion of Canada. During the year a special sub-committee was appointed to deal with this question and to investigate the special conditions surrounding same. In doing so, the sub-committee reported that they had discovered difficulties in the way of putting into force a Dominion Insolvency Act, that had not been formerly anticipated, from different conditions in different parts of the Dominion.

After consideration of these, however, your committee desires to place on record our thorough appreciation of the advantages to be derived from the securing of a uniform Insolvency Act for Canada. We believe, however, that it is only possible to secure this by the cooperation of the Government in power, through their taking it up as a Government measure. We would urge, therefore, that our Parliamentary Committee for the coming year endeavor to have the Dominion Government bring in a measure to provide for an Act on the lines suggested.

COMPANY LEGISLATION.

Over a year ago at the time when our association was being reorganized, attention was drawn to an Act introduced in the Ontario Legislature to charge a license on all extra Provincial companies doing business in the Province. At that time attention was given by your committee, who understood that it was only intended to apply to underground insurance companies.

The measure was hastily passed through Legislature, and since that time our manufacturers in every Province have found that it applied to many classes of firms and corporations not previously expected.

The Act has become law, and the time for its disallowance by the Dominion Government has passed. The question again comes up in the form of a Bill respecting outside companies of the Legislature of the Northwest Territories. By this Act, the company has to pay a license fee of \$150 in order to do business in that territory.

This Act has come into force, and can only be affected now by a disallowance of the Dominion Government. It is for you, as manufacturers, to consider whether or not we should take any steps to endeavor to do away with such legislation, and to prevent its enactment in the future. It simply means that the obtaining of a charter to do business in any one Province, or, in fact, in the Dominion itself, no longer carries with it any guarantee as to what rights are actually involved even in the Dominion of Canada.

LEGISLATIVE MEASURES IN THE PROVINCE OF ONTARIO.

ASSESSMENT COMMISSION.

The most important matter receiving the attention of your committee in Ontario legislative measures was the assessment commission appointed to ascertain the views of different bodies as to the most equitable form of assessment.

Your committee after properly formulating its views on the question, corresponded with every member in the Province of Ontario, asking their opinion on the matters under discussion. The result was an expression of opinion from practically all our Ontario members to strengthen our hands in going before the commission.

Acting on the information obtained in this way the committee conferred with the association's solicitor, and prepared a report, which was presented to the commission. Several of our most representative manufacturers were present, and our memorandum was submitted. It has already been printed in *Industrial Canada*, and is therefore in the hands of our members.

Briefly, the two points strongly urged were, first, that the present system of assessment on personality was unfair and unjust, and should be abolished; and, second, that if some tax is required to replace it, a business tax based on rental values as determined by assessment would be the most preferable.

We understand that the assessment commission is reporting favorably on the recommendations of The Manufacturers' Association.

FACTORY ACT.

A Bill was introduced to amend the Ontario Factories Act, by requiring the use of the natural drop fire escape. This was successfully opposed.

Another Bill, introduced by Mr. Carpenter, to provide for the use of some special form of fire escape, was also opposed successfully, the committee taking the stand that no one form of fire escape should be required, as conditions vary with different factories.

The Bill introduced by Hon. John Dryden, Minister of Agriculture, to amend the Factories Act, with reference to fire escapes, was discussed, and on advice of your committee an amendment was added, whereby any device for a fire escape might be made satisfactory by order of the Lieutenant-Governor-in-Council.

The Bill to provide for boiler inspection, introduced by Mr. Carscallen, was considered to be onerous in its working out and was opposed. The Bill was withdrawn.

The Ontario Mining Act.—Your committee was also asked to support the request of certain mining interests of the Province of Ontario, asking for a disallowance of the Ontario Mining Act. We believed, however, that we had not sufficient information on the subject, and decided to take no action in the matter.

In conclusion, your committee would strongly recommend that you consider carefully the four questions we have sug-



Vice-President Birge, Hamilton, Ont.

gested for your consideration—the incorporation of the association; amendments to the Patent Act, and the working of the Patent Office; the question of Insolvency Legislation, and lastly, the question of extra-Provincial company legislation.

INCORPORATION URGED

Each of the four subjects recommended for action were discussed. The president explained that the time seemed to have arrived when the association should have a legal standing, and that it should apply for incorporation at the earliest possible date after considering carefully what matters the incorporation should cover. It was decided on the motion of Mr. W. K. McNaught, seconded by Mr. D. W. Karn, that the matter be referred to the Executive, with instruction to take the necessary steps for incorporation.

PATENTS.

Mr. Featherstonhaugh objected to the wording of the report in regard to patents. He thought that while the association should press home its recommendations, it should also give the Minister of Agriculture credit for the improvements he had made.

Mr. J. O. Thorn opposed any such change. He claimed that sufficient credit had been given. Beyond the appoint-

ment of more examiners nothing had been done at Ottawa. There was not enough money spent in the Department at Ottawa and the receipts were out of all proportion to the expenditure. It takes 10, 11 or 12 months to get a patent in this country; in the United States similar patents are granted in three months. Printings had not yet been decided upon. He again argued that the Government got all the credit it deserved and that there was plenty of room for improvements.

INSOLVENCY LAW URGED.

The question of insolvency legislation was discussed and it was decided that there was still need for a Federal law.

Mr. Robert Munro reminded the association that British Columbia had lately passed a very good Act and that Nova Scotia was considering the same. He thought that, perhaps, the necessity of a Dominion Act would not be needed if all the Provinces adopted suitable legislation.

Mr. J. R. Shaw said he did not think the question of insolvency legislation should be dropped, but that the association ought to pass such a strong resolution as would let the Government see that they would get no rest till an insolvency enactment was granted. He complained that the banks had too much influence on legislation. Mr. Shaw was advised to prepare a resolution and place it before the Resolution Committee.

EXTRA-PROVINCIAL TAXATION.

The subject of incorporated companies being taxed when doing business outside of the Province in which their charters have been granted provoked a good deal of discussion. Mr. Russell impressed the seriousness of the matter upon the convention. Mr. Frost contended that the Northwest Territories did not have the power to pass such legislation as has just been enacted, even though Ontario, as a Province, had.

Mr. Robert Meighen contended the Territories were quite within their powers to pass such an Act but thought the association should advise the Territories that they were asking for too many secrets of the extra-Provincial companies about their balance sheets and by-laws.

Mr. Bertram, of Dundas, thought that a Dominion charter should cover all the Provinces.

Mr. F. Braidwood, Westmount, said that over-legislation was the curse of Canada, and the sooner something was done to check it the better, not only for manufacturers but the country at large. It was high time the whole question was taken up by that association.

Messrs. Frost and Meighen were appointed to draw up a resolution in reference to the matter, to be placed before the Resolution Committee; and on the motion of Mr. D. W. Karn, seconded by Mr. J. O. Thorn, the report was adopted.

INDUSTRIAL EXHIBITION COMMITTEE.

Next came the report of the Industrial Exhibition Committee, which was read by Mr. W. K. McNaught:

Gentlemen:—Your representatives to the Toronto Industrial Exhibition have to report a considerable advance during the past year in so far as the interests of the manufacturers generally are concerned.

Owing to the action taken by this association last year, the number of our representatives to the Toronto Industrial Exhibition Association was increased from five members to 12. Two of our representatives had the honor to be elected on the board of directors, and one of them to the office of 1st vice-president of the association.

As a consequence of this increased representation, the various manufacturing departments of the Exhibition were practically placed under the supervision and control of the members of this association, with the result that an increased interest was manifested by our manufacturers as evidenced by the largest and best exhibit of manufactured goods ever shown at any Canadian exhibition.

It may be of interest here to note the importance of showing machinery in motion and the processes of manufacture were practical. Several fine exhibits of this kind were made at the recent Exhibition, and in every case they proved to be a valuable advertisement for the manufacturer showing them.

Your representatives would recommend that special awards be given for this class of exhibits, and that attention be called to this in the official prize-list and through the press. A sub-committee has been appointed for the purpose of securing exhibits of this character.

Your representatives are sorry to have to report that the money asked last spring was not voted by the citizens of Toronto, and, as a consequence, the products of our workshops had again to be displayed in buildings entirely unsuited to the needs of exhibitors. Not only were they totally inadequate for the effective display of the exhibits, both as to size and arrangement, but the roofs of nearly all of them were so defective as to positively endanger the safety of many of the exhibits during the severe storms that occurred during the first week of the Exhibition.

The responsibility for this state of affairs rests entirely upon the City Council, which, under the terms of the agreement now in force with the Exhibition Company, are bound to maintain all the buildings in a proper state of repair, and to erect such new ones as may be necessary.

While our manufacturers did all they could to make a good showing of their products, even in spite of defective buildings and other drawbacks, in order to impress the many visitors—including those from the United States and other foreign countries—it can hardly be expected that they will again take the risk of placing valuable goods in buildings so unsafe and unsuitable for exhibition purposes.

Indeed, the consensus of opinion amongst the exhibitors of manufactured goods seemed to be that unless new and up-to-date buildings were at once erected to take the place of those that have done duty for the past 23 years, it would be utterly impossible to secure the attendance of many of our leading manufacturers who have hitherto stood by it, and done their best to make it a success. So far as the manufacturers are concerned the Toronto Industrial Exhibition is now at the parting of the ways, and if it is to continue the erection of new buildings is imperative.

Your representatives feel that they cannot bring this report to a close without congratulating the manufacturers of the Dominion in general, and the members of this association in particular, upon the very great advance which they have effected in the quality of design and finish of their products during the past decade, as evidenced at the Toronto Exhibition. In many lines, notably, carriages, pianos, stoves, machinery and furniture, the display was not only notable in variety and extent, but the quality would fairly challenge comparison with similar goods manufactured in any other country in the world. The bringing together of such goods from the various sections of our Dominion not only has a good effect upon the manufacturers themselves, by enabling them to compare their products with those of their chief competitors, but it does much to impress the public with the fact that Canadian manufactures are equal if not superior to similar goods from foreign countries. To visitors from other countries, these exhibitions offer an opportunity of seeing the resources of Canada in such a shape that they are enabled to carry away some idea of our capabilities. This has oftentimes been the means of opening up trade relations with this country in lines that had never been exported before.

Generally speaking, such exhibitions are valuable national educators and should be upheld and encouraged in every legitimate way by our manufacturers. In this connection your representatives recommend that it would be a step in the right direction if our association had representation in the Ottawa, London and Winnipeg industrial exhibitions and any others deemed of sufficient importance, as well as that at Toronto. Our association should be represented on those organizations by members living in the several cities, and we think it would benefit this association as well as the exhibitions named, if they were thus brought into closer touch with the Canadian manufacturers.

ALL CANADIAN EXHIBITION.

This report brought home to manufacturers the utility of exhibitions. Mr. J. O. Thorn, said: "The time seems to me to have arrived when we should have an all-Canadian exhibition where we can show the people of this country what high-class goods are made in their own workshops. At present we are importing \$110,000,000 worth of goods from the United States, much of which should be bought right here (applause). The people of this country do not know what fine goods and what a great variety of manufactures we make in this country. Let us show them in an all-Canadian exhibition."

SIDE-TRACKED AT PARIS.

Mr. Cockshutt (Brantford), spoke about Canadian exhibitions in foreign countries. He felt that there was much

in this connection in which the association might interest itself. "At Paris, for instance, our firm was side-tracked, for we were put out eight miles from the Exhibition proper. Our goods were not properly advertised on this account. I feel that the manufacturers ought to be consulted when such things as division of space come up for decision and you might consider it advisable to appoint a committee to look after our representation at foreign exhibitions. At present some companies who do not try to export get the best places, while those that even go to the expense of sending a special representative are granted the poorest positions. That is my experience and it seems to me that the association ought to take some action in the matter."

SIDESHOWS.

Mr. R. Brown, Toronto, thought that too little attention was given to manufacturers at exhibitions, and too much to sideshows and such things.

Mr. Booth, of Toronto, did not agree with Mr. Brown. "The reason for the diminution in the display of manufactures is that the manufacturers have been too busy making money to make exhibitions. Even where space has been held at Toronto for certain manufacturers they have had to decline to take it at the last moment on account of press of business."

EXHIBITIONS AS EDUCATORS.

Speaking of the educative value of an exhibition, Mr. McNaught said: "I went through the Toronto Exhibition with Sir Wilfrid Laurier, and he expressed great surprise at some of the domestic manufactures that he saw. He did not know that such fine goods were made in this country. If the Premier can learn so much from an exhibition, how much more can the rank and file of our population learn? I believe we had a finer exhibit of pianos and furniture at Toronto than they had at Buffalo." He also emphasized the importance of making displays and sending them around to the different shows at Toronto, Ottawa, London, Winnipeg, etc. "Let the men in the same line combine to do this."

EXHIBITIONS AND FURNITURE.

Mr. Shaw said his company had made a \$6,000 exhibit of furniture and it was sold six times over at Toronto this year. He believed that it is just as important to have a national exhibition as it is to have a national port. An all-Canadian exhibition would be productive of an immense amount of good to the manufacturers, and he called upon the different sections to drop petty jealousies and have one. "Why, the people of this country have no idea of what is manufactured within their own gates. We make mahogany furniture, yet the retailers have to say it is American Grand Rapids furniture to make it sell. We ought to show our people how excellent domestic goods are, and they can be informed in no better way than by an exhibition that will educate them through the eye."

It was also suggested that the manufacturing section of an exhibition ought to receive as many prizes as the agricultural section.

CANADIAN GOODS AT GLASGOW.

Mr. Cummings, lately returned from South Africa, said: "If the gentleman who sent \$6,000 worth of furniture to Toronto made \$30,000 on the Exhibition, the same display at Glasgow ought to have been worth millions to him. The Canadian agricultural display at Glasgow was first-class, but our manufactures deserved a better exhibit. See that a first-class representation is made at Wolverhampton next year, and I can assure you great results."

The programme of the evening session drew a large gathering, addresses being announced by P. W. Ellis, Jas. Cummings, the Canadian Commissioner to South Africa, Mr. Wm. Whyte, lately returned from Siberia, and C. J. Alexander, a Scotchman, who views Canadian manufactures from a cosmopolitan standpoint. The latter gentleman is a Scotch freetrader by birth, an American protectionist by conviction. The first announcement was a disappointment: Mr. Moxham found it impossible to come.

After the secretary had read letters from Canadian agents at different points, including Mr. Thomas Moffatt, at Cape Town; the Canadian agent at Brussels, Belgium; L. L. Horsford, St. Kitt's, West Indies; Port of Spain, Trinidad and Kingston, Jamaica, Mr. Ellis began his annual address amid loud cheers. He spoke as follows:

PRESIDENT ELLIS' ADDRESS.

In response to the kind invitation of our Montreal members we are assembled here to report respecting the work of the past year, and to formulate the policy for the year we are now entering upon.

The annual meetings of the Association have formerly been held in Toronto, where its officers are located; however, it has been deemed desirable that those important conferences should now be held in different industrial centres, and it is most appropriate that this change of policy should begin with Montreal, for not only is Montreal the most populous city in our Dominion, but also our most important financial and industrial centre. It is the home of many of our largest and most representative manufacturing establishments, and the head of ocean navigation in the east. All Canadians take a pardonable pride in this city, around which cluster so many important events of our early Canadian history.

HISTORICAL PERIOD.

Since we last had the pleasure of meeting in annual session in the city of Toronto, many momentous events have taken place.

The past fifteen months have been especially eventful ones in the history of the world, and of the British Empire, notably: passing the threshold into the twentieth century; the death of our beloved Mother Queen, which has brought the Empire into a closer touch by a greater bond of common sympathy; the accession of a king to the throne of the British Empire, a king of whom we may feel justly proud, for Edward VII. is aptly described as the most popular man in Great Britain to-day; the Boer War, a fight for British liberty, in which the sons of Canada and other parts of the Empire have taken such a creditable part, showing forth better than words their loyal attachment to the British throne; the confederation of Australian Provinces somewhat on the model of our Dominion; the occupation of China by allied troops representing seven different nations, the first occasion that the United States has been represented with European troops to settle an Eastern question; the most important financial and industrial event of the world's history, viz., the formation of the giant Steel Combine in the United States, which in its scope and vast capitalization has been fitly characterized as a challenge to the rest of the world; the tragic and deplorable death of one of the greatest of that country's presidents, President McKinley; the memorable visit to Canada of the Heir Apparent and his popular Consort, their Royal Highnesses, the Duke and Duchess of Cornwall and York.

INDUSTRIAL PROGRESS.

But I must not continue to discuss any one of these features that have so marked the political, social and commercial progress during the past year, but must rather devote myself to those matters on which, as President of the Canadian Manufacturers' Association, I have had exceptional opportunity of receiving information first hand, and I consequently turn to say a few words on the industrial and manufacturing progress of our Dominion.

In so doing, I feel that if there is one doctrine that we should emphasize at our annual gathering, it is the absolute oneness of the interests of all the great producing classes of this country.

We have heard of the evils of stirring up Provincial, racial and other divisions, but is it not even more disastrous to stir up divisions on industrial lines? Can the Canadian farmer be prosperous when the mines are closed, when the fish catch is small, or when the factories are idle? Or, again, who feels the loss of a crop in Manitoba more quickly or more keenly than the manufacturer who has made goods for that market, the half of which he cannot dispose of, and on the other half of which he is unable to realize satisfactory payment? Thus, while there may have been times when certain persons have tried to stir up feeling between the different producing classes of Canada, let us hope that in the light of the past and present experience such policy is forever dead, and it devolves upon this Association, as an integral part of the great producing army of Canada, to assist in the education of the Canadian people as to the intimate relation that exists between the welfare of the farming, mining, fishing and manufacturing classes. We must seek by every possible means to obtain from the Canadian people, on whom our industries depend for their support, an intelligent interest in the great factories that employ our workpeople and populate our towns and cities.

How often do we hear that our manufactures are insignificant as compared with the other great industries of this country? How often do we hear that our exports of manufactured goods amount to only \$16,000,000, a paltry 10 per cent. of the exports of the country? How often are we told that our exports require more assistance than those of any other class, and yet are the least important? But I have to-night a new phase of this question to present, when I emphasize the fact that our exports of manufactured goods comprise not merely 10 per cent., but approximately 40 per cent. of the total exports of our country.

We have here an Association, to the membership of which there have been admitted those firms believed to be bona-fide Canadian manufacturing establishments, and I take the export of articles that are made by members of this Association. Thus, are not asbestos, mica and salt manufactured articles? Is not our canned fish a manufactured product? Is not our timber, when sawn into deals, laths, planks, scantlings, box-shooks, barrel staves, etc., an item in the list of manufactured goods?—at least, large factories employing many men, using millions of dollars of machinery, and paying large sums for factory insurance, are involved. Are not our canned meats, bacon, ham, etc., manufactured goods? If not factories what are we to call establishments like that of the Laing Packing and Provision Company, of this city? Are not our flour, oatmeal, etc., manufactured products? If not, how would you class an establishment like The Ogilvie Milling Company, also of this city? Hence, I go through the list of exports, keeping always in mind the difficulty of drawing a hard and fast line between the manufactured article and the raw material. I have not included the output of the mine, when shipped in its crude state, nor of the forest when shipped as logs, poles, etc., nor of our fisheries when exported without further labor than the catching; nor even such products of the farm as butter and cheese, which may, in the broad sense, be regarded as manufactured articles,

and are often made in large factories. In short, I include only those articles made in what we commonly regard as factories, using machinery and motive power.

I have no need to stretch the meaning of the term "manufacture," and yet I find that out of a total export of \$177,241,115 of all classes of goods last year, the exports of manufactured goods amounted to \$67,894,928, or 38.3 per cent. of the whole. Is not this significant? I will endeavor to show now what it means.

By the census of 1901, it is shown that 370,256 hands were employed to produce \$476,258,886 worth of manufactured products; that is, one person for every \$1,286 worth of goods produced. If this same proportion holds to-day, we have 52,874 people in Canadian factories producing manufactured goods for foreign countries. If, then, as is generally supposed, one person in employment supports four others, we have 211,496 people supported in Canada by our export manufacturers alone. But we always recognize that our export manufactures are only a small proportion of our total production. What this is will be shown by our census, the returns of which are now in process of preparation. To-night I can only approximate it.

Our export trade in manufactures has increased since 1891 by 106 per cent. If our home production had only increased half this amount then our total output would now be \$730,000,000. This illustrates to what a large extent Canadian manufacturers have taken possession of the home market. We may emphasize this condition still further by our knowledge of the imports into South Africa prior to the outbreak of the present war. The imports there to supply some 800,000 whites and 3,000,000 Kaffirs was as large as the imports into Canada to supply the numerous wants of over 5,000,000 highly civilized and prosperous inhabitants. What, then, does it represent if our output of manufactured goods last year amounted to \$730,000,000? It means the employment of approximately 575,000, and the support of 2,300,000 people.

Gentlemen, these figures amaze us, and we can only await the announcement of the census returns to verify their correctness. From them it is seen that approximately two-fifths of the people of Canada are supported by our manufacturing industries. What this means, as compared with the export only of raw products, may be gained by a glance at our last census.

The value of the raw materials used by our manufacturers was approximately \$256,000,000, the value of the finished product \$476,000,000. In other words, the industries of the country were responsible for retaining \$220,000,000 of money within our own borders. Take the figures of growth that we have already referred to, this would mean for the year in which we have already entered, that the manufacturing industries of Canada have been a net source of wealth to the country of approximately \$400,000,000.

IMMIGRATION.

And at this stage I wish to point to a feature connected with the immigration policy of our Government.

The Dominion Government, as well as the various Provincial Administrations, have been giving attention to the possibility of increasing the flow of immigration to our country, and rightly so. But, in so doing, they have pointed out only the value of Canada as an agricultural country, and the expressed opinion of some of the most prominent visitors from Great Britain to Canada during this year has been that we can never expect any great flow of immigration to a country that is represented as purely agricultural. If we ever expect to direct a steady stream of population to Canada from the crowded industrial centres of Great Britain and the Continent of Europe, we must point out that there are wide and varied occupations in which they may find employment, that our industries and our commerce, our mining and fishing also offer varied inducements for varied talents. But I must not dwell longer on this subject.

IMPORTANCE OF MANUFACTURING.

What I have endeavored to emphasize is that the manufacturer in Canada is not a monopolist, robbing the classes whom he employs, or those to whom he sells, but in the great fabric of national greatness that we are weaving, he constitutes a part so important that no one, save the most earnest student of Canadian statistics, can well estimate. In my mind we have a right to expect that our public men, our statesmen, and our press will so far forget party strife in matters that vitally affect the industrial progress of our country, that they will endeavor at all times to support any policy that tends to our commercial advancement.

This may be done in various ways. First, privately, by patronizing, so far as possible, home industries. By this I do not mean any narrow policy of buying only what we make, but the cultivation of national pride and confidence in our own products, and a willingness, other things being equal, to purchase that which is made in our own factories and by our own workpeople. Dictates of self-interest alone should justify this partiality.

ASSISTANCE OF MUNICIPALITIES.

The other method is by the aid of public policy. This is done in two ways. First, by bonus industries by municipalities and towns, and, second, by tariff legislation. I think that there is no more striking testimony to the recognized value of manufacturing establishments to a country than the willingness that appears in almost every town and city in our Dominion to assist by bonuses or the granting of special privileges, the establishment of some industry that will employ workpeople and provide good substantial pay-rolls. In this we cannot too strongly condemn the foolish rivalry of certain towns which prompts them to outbid each other for the establishment of an industry already located in another town. Benefit secured in this is almost always overbalanced by the injury wrought. The policy of creating local well-being at the expense of one's own neighbors is strongly to be deprecated.

TARIFF LEGISLATION.

Still another method of encouraging the development of our industries is the undertaking of it, not as a local question, but as a Dominion and national one through tariff legislation. On this great question I do

not propose to say much. I believe that all the thinking people of Canada, the men who have her national progress at heart, breathe easier to-day when the tariff question is not a main feature of party politics. I believe that I voice the sentiments of the Canadian people in saying that in matters that are so sensitive and so nicely balanced as trade, where so much depends on mutual confidence and good faith, the less that trade questions become the dividing line in party politics the better for our country. Were it not that as a people we are jealous of seeing governmental rights transferred from us, we would gladly place such questions in the hands of a strong and impartial commission for administration.

We have to-day what may, I think, be fairly called a moderate tariff, one to which no section of the community with the well-being of the whole at heart, can take exception, for all must admit that in a new country capital will not invest itself in manufacturing unless it has some assurance that it will not be swamped by the manufactured goods of older countries who produce for a larger market. The situation of Canada is striking in this respect, on account of its geographical position, so contiguous to the great manufacturing Republic to the south of us. Under a practically prohibitive tariff, the manufacturing establishments there have reached a stupendous magnitude. We are so close to them that many of their centres are nearer to consuming points in Canada than our own industrial cities of Montreal and Toronto. Our styles in all lines are identical with theirs, and our market is suitable in every respect for any of their surplus production. These, and other conditions, generally, make me feel positive in the statement that even the most ardent free trader must feel that we have now moved just as far in the direction of free trade as is possible until the growth of our population provides a home market sufficient to develop our industries to a competitive level.

RECIPROCITY.

This brings me to the much-talked-of question of reciprocity—I mean much talked of in the United States, for I think that the cry fails to find a responsive chord in Canada at the present time. Without endeavoring to stir up the question, I believe the feeling in Canada to-day to be that, if we begin to talk reciprocity, the United States will reciprocity us out of business. Why this feeling? It is because the people of Canada feel that any substantial advantage to them would be contested, while every effort would be directed towards securing a freer access to our market. The people of Canada are not ignorant, they read and study. They see that our imports last year from the United States were \$119,306,000, while the exports to them of our products, not including precious metals, were less than \$44,000,000. While the United States has large cities that should be a market for our farm produce we find that we imported more than twice as much of their farm produce as they did of ours. Is this satisfactory? No, and gentlemen, I am much mistaken if there is not in Canada to-day a strong feeling in favor of terminating this most unsatisfactory arrangement whereby their goods have an easy access to our market, and ours are practically excluded from theirs. What seems to be the only way open is the adoption of a different kind of reciprocity than that proposed by our friends to the south, viz., a reciprocity tariff, placing ours on a level with theirs. Our farmers see that we purchase some \$60,000,000 of manufactured goods, two-thirds of which could be made in Canada. While this vast volume of the product of United States labor is purchased by us, the producer of food in Canada is practically prohibited from selling food products to the United States laborers who make the goods that he purchases. Some are not slow to reason that, were these goods made in Canada, our farmers would be called on to supply every kind of food product required for a new Canadian city not less in size and numbers than the present city of Toronto.

The manufacturers do not seek to foment trouble, but I am confident that before we can ever hope to gain from the United States any favorable access to their market, we must first assume, not a defiant or hostile attitude, but a determined, manly, national spirit, and show to them that we propose to guard our own interests first, last and always. This makes me feel that before any reciprocal arrangement is possible, we must adopt a scale of duties against their goods that will have the same effect as theirs has at present on ours, and by this means alone I think it possible to have the United States extend to us the reciprocal arrangement that will give us the benefit our people desire.

PREFERENTIAL TARIFF.

But I must turn now to a country with which our trade relations are more pleasant, Great Britain. The original preferential tariff, subsequently increased to 33½ per cent., was a change in our fiscal policy which was much more likely to affect our manufacturers than any one class, and that they accepted the same without any determined protest speaks volumes for their loyalty and attachment to the British Crown. They understood it as a move intended to improve the feeling of the British people towards Canada, a feeling which it was hoped would show itself in larger purchases of our great output of farm products. While many manufacturers felt strongly that sentiment of this kind influenced business only to a slight extent, and while they pointed to the fact that Great Britain never entertained more friendly feelings to the United States than now, when her tariff is as nearly prohibitive as it is possible to make it, still they made no protest, feeling that if this policy assisted in developing a market for our farmers, and at the same time became the means of eventually obtaining some substantial advantage in the markets of the sister colonies and Great Britain, we would have little to regret. At the same time I am sure it is the opinion of Canadian manufacturers that the duty of the Government is to legislate, first for Canada, and for Great Britain afterwards; in other words, that the preference should give the British manufacturer a substantial advantage over his foreign competitor, but not over the Canadian, and, that when any Canadian industry has suffered, attention should be given promptly and fairly. This is only just to the men who have invested their capital in such particular industries. And I am one of those who believe that we render the greatest service to the Empire to which we belong when we take measures to develop our own strength and resources rather than handicap any section of our own people to give a trade advantage to any section of the British trading community. We strongly commend the policy of stability in tariff legislation, but, at the same time, feel that from

time to time attention should be given in a thorough way to this question in order that measures may be taken to meet any new difficulties that may have resulted from changing conditions.

In concluding this reference to tariff matters, it is well to refer to the strong feeling that I believe prevails among the manufacturers of Canada in favor of obtaining, if possible, some reciprocal trade arrangement between our country and the other sister colonies, as well as Great Britain herself. While we recognize the difficulty attending the bringing about of such an important matter, and the diplomatic rules that have to be observed, we would strongly urge our Government to keep this matter ever in mind, and to take every fair opportunity to press forward towards its accomplishment.

GENERAL TRADE CONDITIONS.

As President of this important Association, it is a pleasure to note the gratifying increase in the exports from our country. Last year our total exports amounted to \$177,241,115, the highest ever reached at any time in the history of Canada. Our exports for the three months of July, August and September, just closed, amounted to \$50,134,195 and from these I am pleased to note a satisfactory increase in the export of manufactured goods above those of the corresponding period of last year. This growing export trade strongly confirms me in the view that the unprecedented activity in all lines of manufacture and business generally has been sound and healthy and that so far we have no reason to anticipate any speedy relapse or depression. Our bank returns also indicate the same feature. In the month of September, just closed, for which the banking returns have been issued, we show several new records in banking statistics for Canada. In that month the total net circulation amounted to \$56,000,000, which is within \$11,000,000 of the total circulating power of our Canadian Banks.

ADDITION OF NEWFOUNDLAND.

As manufacturers, too, we have noted with considerable satisfaction the renewed interest in the question of confederating Newfoundland with the Dominion of Canada. While many of us are not in a position to go into all the political aspects of this question, we would, as producers, gladly hail the incorporation of the Island of Newfoundland as a part of the Dominion bringing it under our tariff laws, and opening to us a market which is at present very largely supplied by the United States.

The Association's influence has been largely instrumental in creating a greater interest in industrial life in our universities.

It is technical and commercial education which has placed Germany in the position of a dangerous rival to Great Britain, and there is need for energetic action to face the keen and growing competition of industrial countries, such as Germany and the United States, countries which have given attention to practical, as well as theoretical education.

One proof that our people are eager for a more scientific knowledge of their special trades is that there are 25,000 Canadians receiving instruction by mail through the United States National Correspondence Schools. This indicates that our artisans feel the need of a more practical education.

Capable, well-trained men are as important in business as in professional life. The great majority of students in the past have gone into the so-called learned professions, but, if I can read the tendency of the times aright, a much greater proportion will enter commercial life in the future. Why should not the student, if he chooses, instead of confining himself to theories and economic conditions of days long past, devote himself to the study and solving of the great vital problems of our own time and country? Modern conditions are such that men must be trained to handle large matters, and select the rank and file to attend to smaller details. They must be able to organize, arrange the division of labor, grasp and understand opportunities, and nowhere should the liberal and broadening tendencies of our industrial life be better assisted than in the colleges of our Dominion.

The field of industry will never be fully occupied, but will always offer rewards to the right kind of ability.

It is true our country presents great natural advantages, but, without the inventive skill and its intelligent application, backed up by enterprise and energy, we shall fall in the scale of nations, for the survival of the fittest is a law which never changes.

SKILLED ACCOUNTING.

I wish to emphasize the importance to our manufacturers of having skilled accountants. In our offices we are accustomed to obtain the best help available to keep our accounts, regulate our credits, and attend to our banking; though often—too often—this help is not as skilled and as highly trained as it should be: but, in the factory, where we deal with materials, time, machinery, waste and wear and tear, all representing money, the same regard for skilled help as a rule is not observed, and indeed the services of skilled accountants, capable of following all these items accurately, and of formulating reliable cost accounts, are difficult to obtain. In these days of keen competition it is highly important that the manufacturer should know, to the fraction of a cent, the cost of his goods.

TRADE AND NAVIGATION RETURNS.

At the same time we have given close attention to the securing of reliable information for our members upon the progress of trade in which they are interested. Through representations made to the Government by our Association, it was decided to issue a monthly trade and navigation report, classifying the exports and imports under some 1,400 headings. These reports are issued shortly after the close of each month, and are a credit to the Department of Customs by whom they are issued. I commend this blue book to the study of every member, in order that he may inform himself properly as to what extent his foreign competitors are taking possession of the Canadian market, and at the same time I desire to praise the Government for their prompt action in this matter.

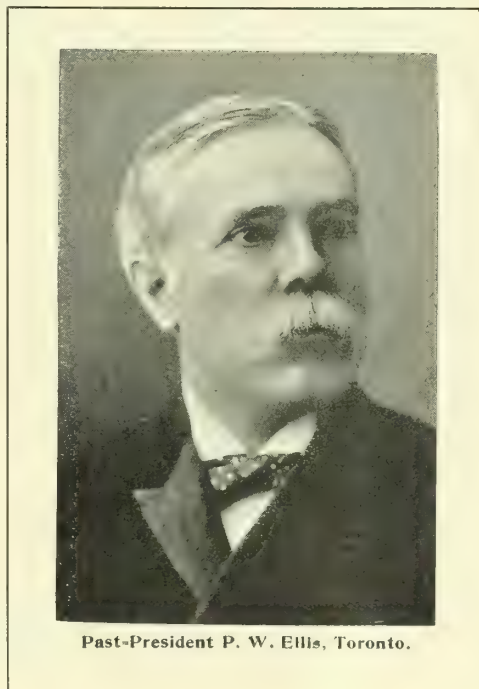
We also hope, in the offices of our own Association, to give special care to the working out of such statistical information as may be of practical advantage to our members.

CHEMICAL INDUSTRY.

In the same line I would point to the success that has recently attended our efforts in the formation of a Canadian section of the Society of Chemical Industry. This important society, with headquarters in Great Britain, publishes a journal full of most valuable information for every class of manufacture into which industrial chemistry enters. The formation of a Canadian section, whose membership is composed both of practical manufacturers and of the teaching chemists of our country, will afford many opportunities of discussing questions that should greatly affect the cost of production in many important lines of Canadian goods, and the utilization of various classes of waste material.

LABOR QUESTION.

Another important topic on which I might be expected to say a few words is the relation of our Association and our members to the Labor Question and the Labor Unions of Canada. At the outset let me say that our Association has never had any connection with labor questions as such, that we have no organization for industrial warfare, and that in the past our relations with labor organizations have been most cordial. We must deplore, however, the occasional strikes that have occurred during the past year, and we believe it to be important that all possible provisions should be made to prevent these ruinous contests, which injure employers and employes and entail heavy loss on the general public as well. The practical question of improving this situation is a most difficult one. We hear much to-day of compulsory arbitration and its operations in New Zealand. While this matter has never been discussed at any of our meetings, I am sure that the members of our Association would view with alarm any hasty experimental legislation along these lines. The great difficulty attending the securing of impartial arbitrators,



Past-President P. W. Ellis, Toronto.

who are also competent to judge of the merits of questions at issue, and the still more serious difficulty of enforcing decisions in a country like Canada, so contiguous to the manufacturing republic to the South, should cause hesitation. There are very conflicting opinions expressed as to the working of this system in New Zealand, and it is well to note that even a successful operation in that country would not guarantee any success here. New Zealand is a country at least a week's sail from any neighbor. It is entirely self-contained, and its problems are mixed up in no way with any other country. Here in Canada, however, the case is entirely different. We are so close to the United States, and our questions are so interwoven with theirs, that the adoption of any similar policy here might have serious effects. I feel, therefore, that it would be little short of an industrial misfortune if any aggressive legislative policy were adopted by our Government, while the success would be, to say the least, highly speculative.

There are one or two features in connection with Trade Unionism, however, that we must deplore to-day. One is the policy of some international trade unions, which have declared industrial strife in Canada at the incentive of organizations whose headquarters are situated in the United States, and whose interests are entirely opposed to the furtherance of the industrial progress of Canada. The other is the growing tendency of certain unions to claim privileges relating to the government of businesses which practically mean the handing over of the management of those who have the responsibility to those who have not. It will ever be the aim of this Association to assist in the promotion of the very best feeling between master and man, and to encourage among our members, as much as possible, a policy of liberal treatment of their workpeople, but the labor question is at present no part of our work. Should

any occasion arise, however, that might check Canadian industrial development we could not stand aloof.

TRANSPORTATION.

But to turn to a new subject. There is no matter of more vital interest to our manufacturers to-day than the question of transportation, and we commend to the earnest attention of the Government the careful consideration of the best means of extending our transportation facilities. As yet only a very slight proportion of the produce of the farm, the forest, the mine, and the factory find their way to consuming markets abroad through Canadian channels. We commend to the attention of the Government the encouragement of Canadian shipping from Canadian ports, and with it also the encouragement of Canadian shipbuilding. There is no industry that requires the product of so many different classes as shipbuilding, and any aggressive policy in this direction should commend itself at once to the attention of the whole Canadian people.

MEMBERSHIP AND INFLUENCE.

But I must now say a few words about the Association over which I have had the honor of presiding during the past year.

We started the past year with a membership of 342, and I am pleased to announce to-day that we enter the new year with a membership of over 825. This increasing membership is widening the influence of our Association, which is continuing to attract members by the vigorous and aggressive manner in which it applies itself to all matters affecting manufacturers. We may now fairly claim that we represent the widest expression of industrial public opinion.

The serious consideration that has been given to the suggestions of this Association by our legislators will give added strength and influence. Our increased membership supplies us with the funds necessary to continue the work with energy, to employ a competent staff, whose entire time is devoted to the interest of our members, and to provide roomy and well-equipped general offices. I must here testify from personal observation to the large amount of time devoted, and valuable work accomplished by the Executive and other committees of our Association, whose voluntary service speaks volumes for their public spirit, interest in and attachment to the Association. The reports of the various committees, which will be placed before you, will review at some length the work undertaken, and what has been accomplished.

GENERAL OBJECT OF THE ASSOCIATION.

The general object of the Association, first and foremost, is to serve our country faithfully and loyally, and, so far as is consistent with this, to help each other in the promotion of our manufacturing industries, and according to By-Laws 1 and 2:

1. To secure by all legitimate means the aid of both public opinion and Government policy in favor of home industries and the promotion of Canadian manufacturing enterprises.

2. To enable those engaged in all branches of Canadian manufacturing enterprises to act in concert, as a united body, whenever action in behalf of any particular industry or the whole body becomes necessary.

It is also our purpose to bring into harmony the views of our manufacturers from all parts of the Dominion. We must meet together in a spirit of mutual concession that we may aim in obtaining the objects of the Association with oneness of purpose. In all our transactions, we know no party; the Association is absolutely non-political and non-partisan, devoting all its energies to advancing the industrial interests of the Dominion.

ORGANIZATION.

Our Association is now thoroughly organized. We have the Central Executive Committee, on which are representatives of every section of the Dominion, and we have as well local and Provincial branches organized to take up questions of local and municipal interest. We also have various committees who give careful attention to the working out of those matters which relate to the important subjects allotted to them. The Association has nothing to do with prices or combinations to affect prices, but aims only at acting together to show the direction of Canadian industrial opinion, and to advance the manufacturing interests of our country.

PARLIAMENTARY COMMITTEE.

Our Parliamentary Committee also has important work before it. Our large financial, transportation and other cooperative interests are represented at Ottawa by able agents well qualified to place before our representatives the views of those important interests. The manufacturers of Canada should also be represented by one capable of imparting reliable information to the members of Parliament, that they may deal with questions affecting the industrial interests of Canada, and be fully acquainted with our side of the question, which has not been altogether the case heretofore.

COMMERCIAL INTELLIGENCE COMMITTEE.

Our Committee on Commercial Intelligence was organized for the purpose of investigating special questions relating to the interests of manufacturers, the development of our export trade, and other important matters.

EXPORT TRADE AND TRADE INDEX.

I would refer also to the important work undertaken by the Association in connection with export trade. Last year we issued The Canadian Trade Index, which is a classified directory of the membership of our Association, published in English, French and Spanish. 15,000 copies of this work have been distributed, advertising our members and their products to one another, and also to buyers outside of Canada. We cannot well conceive the vast amount of good this will do, for already hundreds of inquiries have poured into the office as a result, and many firms have reported new trade connections obtained through this medium.

We have appointed correspondents in various foreign countries to post us on trade conditions there. We have advertised in foreign journals that we will furnish any information with reference to Canadian

trade, and every foreign mail brings inquiries for different classes of goods. These are at once communicated to our members by special bulletins, and afterwards published in Industrial Canada.

GENERAL INFORMATION.

At the office of the Association there is kept on file as complete lists of foreign tariffs, freight charges, etc., as possible, for the information of our members. We have obtained exhibits from some foreign countries showing the products that can be exported to Canada, and also the class of manufactured goods that they purchase. We have arranged to obtain reliable confidential reports on the standing of foreign firms at the minimum of cost. As a result of this work, I am able to report that over forty firms have arranged for the representation of goods outside of Canada through the direct efforts of the Association.

DEATH OF MEMBERS.

In closing, I must refer to the breaches that have been caused in our membership through death during the past year. These have been not a few, and we have from time to time chronicled the death of members in almost every Province of the Dominion. I note to-day the especially sad circumstances attending the death of one of our esteemed members, who was to have taken an active part in this annual meeting. I refer to Mr. Walter E. H. Massey, President of the Massey-Harris Company in Toronto, one of our best members, and Vice-Chairman of the Agricultural Implement Section of this Association. In Mr. Massey, Canada has lost one of the most enterprising of her sons.

Mr. Ellis sat down midst the prolonged cheers from the attentive audience.

In reply to a vote of thanks, Mr. Ellis said: "I wish every manufacturer in Canada would esteem it his highest ambition to be president of The Canadian Manufacturers' Association, and that he would get every brother manufacturer to become a member of the association. You have guarding your association sincere, thoughtful men; your money is well spent. I feel sure the interest we have in one another will bind all our hearts. This is the proudest day I have passed."

SOUTH-AFRICAN TRADE.

Mr. James Cummings then gave an address on the "South-African Trade." He had been sent out to see why Canadian trade was so slack in that country, and he spent four months looking over the field. After describing the topographical, zoological and other features of the country, he said that the white population did not work, and the dark did not want to work. For 20 years the loyal man's position there was bad. The Dutch sneered at him, and though he stood by his flag it will be long before South Africa becomes much from an agricultural standpoint. But it will be one of the greatest buying countries in the world, as there were between 8,000,000 and 10,000,000 souls, and the working classes were not to be depended upon. The work of the Canadian soldiers had paved the way for Canadian goods. After describing the four points in that country, the speaker referred to its products, which, he said, were principally ostrich feathers, wool, hair, and copper. Johannesburg will soon be a much larger city than Montreal, and will consume twice as much goods as that city. Canada will be able to send agricultural implements, carriages, boots and shoes, canned goods, bacon, and cheese. Now, these products went by way of New York and London. What was needed was a direct line from Canada there. There was also a big demand for Canadian lumber and furniture. Timber should be sent there in a finished condition. The speaker emphasized that goods should not be sent on "spec." or sent extravagantly. A dozen good live Canadians should be sent there, too, to push Canadian goods. Only finished goods should be sent. The speaker concluded by saying that he did not believe in reciprocity, which would only lead to the Canadians being hewers of wood and drawers of water for the Americans.

A hearty vote of thanks was accorded Mr. Cummings for his interesting address.

CHANCES IN ASIATIC RUSSIA.

Mr. William White, of the Canadian Pacific Railway, who recently made a visit there in the interest of his company, followed. Mr White's interesting and very specific

paper formed part of the report which he made to the president of the road on his return. In Mr. White's absence the paper was read by Mr. T. A. Russell, the secretary of the association.

Mr. White's paper stated that the meat products are shipped to Western Russia, France and Germany. The stock consists chiefly of horses and cattle. Caravan routes run into all the stations on the railway from small settlements in the north and south. The whole of this western region, or rather the whole of Siberia, right through to Vladivostock, is watered by large rivers. The good lands will accommodate many millions of people yet to come.

TARIFF AGAINST UNITED STATES.

During Mr. White's visit a tariff war was on between the United States and Russia, and the trade done by the former in axes, electrical apparatus and other lines was diverted to England and other countries. Implements are admitted free. After the tariff war is over there will be a large increase in imports from the United States, chiefly of implements, portable engines, etc. The ordinary Russian tariff is a heavy one. The duties on woollen goods are absolutely prohibitory, while those on flour, cottons, sheet iron, glassware, woodenware, etc., are very high. The policy of Russia is to encourage home industry. At the same time when Eastern Siberia begins to be peopled and the mines to be worked, the demand for foreign goods will be considerable, because the Russians of Western Russia are backward in manufacturing, and the cost of carrying goods by rail to Siberia will necessarily be very great.

Mr. White was accorded a hearty vote of thanks.

FROM A BRITISH VIEW.

After a vote of thanks had been unanimously passed for this address, Mr. C. J. Alexander gave a brief address on "Canadian Manufactures from a British View." The speaker said that for 40 years he had been a merchant and a manufacturer in Scotland, and had been president of the South of Scotland Chamber of Commerce. Free trade was the general sentiment of the associated chambers of Great Britain and Ireland, and he still believed it to be for the best interests of Great Britain. He came here as a free trader before his eyes were opened by the X-rays of practical demonstration. He was now convinced that a tariff that does really protect is absolutely necessary. Under the reduced Wilson tariff all domestic industries suffered. Foreign importations increased and domestic manufactures were displaced, whilst under the Dingley tariff foreign importations were checked and correspondingly domestic manufactures took their place. The object of protection is not to increase prices, but, by getting our own home market, to reduce them. The development of our home industries is by far the most potent factor in giving us an increase of population. We should see our home industries are kept effectually protected, and that what now goes to the foreigner is kept in our own midst, so as to encourage skilled labor to come to our shores. The speaker went on to say that it made his heart sore to find our young men, well educated and well trained, going over to build up the States instead of remaining here. Prosperous industries afford an opening for the vigorous sons of our farmers, and he knew of no class who would benefit more by thriving industries than the farmers themselves. Of imported woollens, he would ask: Does your farmer get any market or demand for his wool? Not one ounce. Whereas by having woollens manufactured here he can increase his flocks and find a home demand to his hand. Referring to the preferential tariff, the speaker said that England stands pre-eminent the world over in the manufacture of woollens and in conceding this preference it has been granted to our greatest competitor, for which we cannot

point to one particle of reciprocal advantage. Of course, there is the sentiment of loyalty, but Canadian interests are not to be sacrificed to those of the Mother Country, and the speaker did not think Great Britain wished such to be done.

A vote of thanks was accorded the speaker, and it was voted and carried that his address be printed in the organ of the association.

The chairman then called on the audience to sing "God Save the King," and the convention adjourned till the following morning.

Wednesday was a decidedly busy day; in fact, the proceedings developed into a race against time. President Ellis and Secretary Russell worked hard and won out.

RESOLUTIONS REGARDING THE TARIFF.

The morning meeting was devoted to a discussion of the proposed resolutions, and was private. The result was the passing of resolutions pertaining to various trade commodities, from woollens to laths. Other resolutions were considered and passed, but not finally, and will go forward to the Tariff Committee in order that any other interests not yet represented shall have an opportunity to consider them.

The resolution on woollens passed finally, and was as follows: "The request of the Woollen Manufacturers' Committee is that you endorse their request to the Government for a net tariff after the reduction of the preferential tariff of not less than 30 per cent., or its equivalent, upon all classes of finished woollen, worsted, and knitted goods and carpets, and of 20 per cent., or its equivalent, on all classes of woollen and worsted yarns."

The committee on folding boxes urged that the present duty of 35 per cent. ad valorem be changed to a specific duty of 6 cents per pound.

The committee on shirts, collars, cuffs and blouses recommended the ad valorem duty to be at the same rate as paid on their raw material, plus a specific duty of 24 cents per dozen on collars; 48 cents on cuffs; 81 on shirts, and 81 on blouses. The specific duties which are strongly recommended being the only protection.

The committee on lumber urged the following tariffs on sawn lumber or timber:—"White pine, red (Norway) pine, hemlock, tamarac, spruce, Douglas fir, cedar, \$2 per 1,000 feet.

"Shingles, 30 cents per 1,000.

"Laths, 20 cents per 1,000."

The committee on oatmeal urged upon the Government the necessity of changing the duty on oatmeal from an ad valorem duty of 20 per cent. to a specific of 60 cents per 100 pounds. And that a duty of six cents per pound be charged upon lithograph covers on all package goods.

The Agricultural Implement Section Committee requested the association to strongly urge the Government to increase the duties on all agricultural implements.

The report of the committee on valuation states that the subject was so important that it did not think it possible in the short time at its disposal to make a full report. It believed that there are several subjects in this connection which deserve the best attention of the association, viz.: "The necessity of the Government's adopting better methods of obtaining information regarding the prices ruling in foreign markets by means of a service similar to that of the United States consular service; also, that there is a great necessity of using our influence to induce the Government to put a check to the present large importation of so-called job or imperfect goods and over-plus foreign production at less than standard values. This is a growing evil, and we believe that in no case should such goods enter at a lower value. We also believe that there is room for improvement in the unification of values

at different ports of entry, and would like the association to consider this matter as well.

The committee whose reports regarding tariff were not finally passed upon were those on licorice, bleaching powder, granite (finished), iron and steel, and on reed and rattan furniture, and baby carriages.

REPORT OF THE COMMERCIAL INTELLIGENCE COMMITTEE.

The afternoon session opened half an hour late, with the report of the Commercial Intelligence Committee.

With your indulgence your Commercial Intelligence Committee offers the following brief report of its work during the year. The varied topics discussed by the committee only admit of the most general classification. We will refer first to those bearing on domestic affairs, and then to others more directly concerned with what we may term our "foreign relations," i.e., with export trade.

First, then, with regard to domestic subjects:

(1) Insurance for Registered Mail Matter.—We recommend to the Government that the English system of postal insurance be introduced into Canada. The representative of the Postmaster-General discussed the matter fully with us and informed us that the Government was already considering the partial introduction of the English system. In England the maximum insurance is much higher, viz., \$600. If the present experiment is successful, however, as there is no reason to doubt but that it will, the limit of insurance will be raised to that observed in England.

(2) Fire Insurance.—The heavy increases in fire insurance rates in Canada have drawn protest from many of our members, and the matter was referred to this committee for attention. A sub-committee is now engaged in collecting information. We regret that we are unable to present the result of their deliberations to-day. Whatever it will be, however, will be at the disposal of our members through the columns of Industrial Canada.

(3) Information on the Standing of Foreign Firms.—In order better to answer the many inquiries coming to our office for information on the standing of foreign firms with which trade is to be opened, the following plan has been adopted after careful consideration: We have selected two of the most reputable mercantile houses abroad to furnish us the required confidential reports at a moderate charge. These reports are then furnished to members of the Association at a minimum rate. Once the reports are in our possession they are available for other members than those at whose instance they were originally secured at half the original cost. This arrangement has been of much assistance to many of our members who have been doing an export trade, and will, we are sure, be taken advantage of by others as occasion arises.

(4) Better Import Returns.—Your committee found it necessary to ask the Government for more speedy and better classified returns, particularly of imports. Up to this time unrevised import statistics with a very inadequate classification appeared every three months. The Government recognized the importance of your committee's suggestion, and by centralizing much of the routine work of statistical tabulation was able to realize great improvement at Ottawa.

The Customs Department now issues a monthly statement of imports and exports, fully classified as in the annual tables of Trade and Navigation. We commend this monthly publication to any of our members who are not yet acquainted with it. It is practically our only means of following closely the course of trade.

(5) The Census.—Your committee had specially under its purview the industrial census. In its conference and correspondence with Mr. Blue, the Census Commissioner, many changes in the schedules were suggested and adopted. One of the most important suggestions also adopted was for the appointment of specially qualified enumerators for the census of manufacturers. The cooperation of the Association was also pledged the census officials in the work of harvesting the information sought for. Your committee also urged that the actual as well as the legal population of the country should be taken. The Government responded by preparing to this end a special schedule. What the result of this new schedule has been is not yet made public. The opinion is further held by your committee that the time has arrived for this country to place its census work upon a more satisfactory basis than at present.

(6) Mr. Larke Should Re-visit Canada.—Your committee drew the Government's attention to the fact that Mr. Larke, the Canadian Commercial Agent at Sydney, Australia, has

not revisited his fatherland since his departure for Australia seven years ago, and represented that opportunity should be given him to return and inform himself carefully as to the industrial conditions here. We ask you endorsement of this practical request in order that the matter may be brought again to the attention of the Government.

(7) Canada's Representation at the Inauguration of the Australian Commonwealth.—Your Committee passed a resolution urging that Canada be represented at this ceremony by Sir Wilfrid Laurier, or if not by him, by some other member of the Cabinet. The resolution was presented to Sir Wilfrid by a special deputation to Ottawa. We trust that the worthy representation of the Postmaster-General at this function will be evidenced in future trade negotiations between Canada and Australia.

(8) Information for the Visiting Journalists.—The visit to Canada of their Royal Highnesses and the distinguished journalists accompanying them was considered an opportune time by the Executive of the Association to supply the latter gentlemen with information on the industrial resources of Canada. Your committee accordingly prepared a handsome pamphlet of 23 pages, which was presented to the visiting journalists along with copies of the Dominion Year Book and the Immigration literature published by the Dominion Government. The pamphlet was also sent to all the daily newspapers of the United Kingdom, and to many of the journals of the sister colonies of South Africa and Australia.

(9) A Canadian Consular System.—Repeatedly during the past year your committee has had brought to its attention important questions bearing on the export trade of Canada. Time and again the inestimable value of that trade to the country has been impressed on it and on the Executive, as has the wisdom of any policy tending to assist its development. At the same time it has been forced upon our attention that our shippers are handicapped in various ways through lack of organized commercial communication. There is no use closing our eyes to this fact. In the first place, Canada is not so well known in the world's markets as are her competitors. In the second place, we have no machinery for the securing of reliable and up-to-date information as to the needs of foreign countries such as is supplied bounteously to industrial interests in other lands. How these difficulties are to be met has been the problem before your committee, and to-day we submit to your recommendation, which we trust you will take into your serious consideration as the most important single subject coming before the present convention. Its significance for the country at large cannot well be overstated.

At the outset let us be clear as to our position. We do not believe in relying too much on Government support or Government interference in trade matters. At the same time we feel that in a work of this particular kind success can be secured only through active Government cooperation. The practice of the whole world recognizes the correctness of this attitude, and our own Government does not fail altogether in this respect. The Dominion already expends some \$18,000 on large commercial agencies abroad. It also provides for the distribution of information and the answering of certain inquiries through our Immigration Agencies, such reports being then printed and circulated in the monthly trade and commerce blue books. We do not underestimate these efforts but rather wish to bear tribute to the assistance they have already rendered our exporters. But much remains to be done. For example—some of our commercial agents only receive a trifling fee of \$250 per year, and consequently have most of their time and interest taken up with private business, which may, and too often does, conflict with their impartial representation of Canadian interests.

In the second place, it is notorious that our present system of trade agents is inadequate and disappointing. In London, the heart of the Empire, we have been making use of the High Commissioner's office, though this office is organized for political, rather than for commercial ends.

The Canadian Section of the Imperial Institute has also been of some service, but it is far removed from the business part of the city and is accordingly out of touch with actual business.

Further, as already pointed out, our representative in Australia has not been enabled to return and post himself on Canadian affairs during the past seven years and is not provided with adequate allowance for travel, etc. Our representative in South Africa has also no allowance for travelling expenses and no salary, his total revenue being allowance for office rent. At home, reports on trade and commerce, such as exist, are not issued until some eight weeks after the close of the month to which they refer. While we recognize then that work is begun in the right direction, still we feel that active steps should be taken to make it efficient.

We believe, in short, that the time has now arrived when Canada should be adequately represented in foreign countries, by permanent foreign offices, imitating in some respects, though not in its entirety, what is recognized as the most complete consular system in the world, that of the United States.

We recommend that the annual meeting endorse this decision, and that it press upon the Government the necessity of taking into its immediate consideration the establishment of a Canadian consular system. The term "Canadian consul" we believe more suitable for foreign use than the present term in vogue "commercial agent."

The consular offices we suggest should be established at the following places, which we name in order of their importance, subject to revision:

London, England; Sydney, Australia; Cape Town, South Africa; Yokohama, Japan; Kingston, Jamaica; Paris, France; Hamburg, Germany; Rio Janeiro, Brazil; Calcutta, India, and Shanghai, China.

The distribution of our representatives in this manner would practically cover the world. For example our consul at Hamburg could keep more or less in touch with Holland and the Scandinavian States, Austro-Hungary and Russia, while our consul at Kingston, Jamaica, would have an eye, not only to the British West Indies, but also to Central America and the North Coast of South America, which includes nearly all the South-American Republics.

We have carefully estimated the cost of such a policy, and believe that it could be carried out in its entirety, for some time to come at least, at a total cost of not exceeding \$75,000, from which we may deduct \$15,000 or \$18,000 already expended on our commercial agencies.

In making the recommendation, we commend to your attention certain pertinent points relating to the establishment of this system.

(1) That the posts should be graded according to their importance commercially, and consuls paid accordingly.

(2) That consuls chosen should be appointed for their seeming fitness for the position regardless of party affiliations.

(3) That consuls should be prohibited from entering into commercial or business pursuits, or enterprises of any kind whatsoever.

(4) That it shall be the duty of the consuls to provide weekly trade letters to the Home Government concerning such items of trade and commerce as may be of interest concerning conditions in any or all of the countries which may come within their jurisdiction.

(5) That these letters and reports be embodied in the monthly reports, but that same shall be sent out as received weekly in the form of advance sheets, to such as may request them, freely, and without charge.

(6) That the Home Office be so reorganized as to insure the proper and effective working of this system.

(7) That all consuls shall be loyal native-born Canadians, who will have the interest of their country at heart, and will work hard for the advancement of her interests among the nations of the world.

S. M. WICKETT, Chairman.

T. A. RUSSELL, Secretary.

Mr. Hees, in a neat speech, laid great stress on the need of a consular service.

REPORT OF RAILWAY AND TRANSPORTATION COMMITTEE.

The secretary then read the report of the Railway and Transportation Committee, in the absence of Mr. Campbell:

Your Railway and Transportation Committee begs leave to submit its report regarding the work of the past year.

It was the subject of regret to all members of our Committee that the chairman you elected a year ago, Mr. John M. Taylor, of the Dominion Radiator Company, was compelled to resign owing to absence from Canada for some months. The present chairman succeeded him in the month of May.

The matters brought to the attention of your committee during the year have been many, some of which have been dealt with successfully.

We have striven, as far as was in our power, to avoid making the committee a mere grievance section to assist in the presentation of every minor complaint to the railway companies, and have sought as much as possible to advance in a broad way the transportation interests of your members by dealing with those matters of most striking importance.

The work may be briefly referred to as follows:

CLASSIFICATION.

Many of our members have communicated their special grievances to the Association. Your committee gave these its utmost care, and selecting some of the most striking instances presented, asked for and secured an appointment with the Canadian Freight Classification Committee for discussing the changes desired.

Without going into detail your committee asked:

(a) That a lower minimum carload weight be placed on pianos and organs from that of 20,000 lb. previously prevailing. This really amounted to more than cost of shipment by open freight. As a result, the minimum weight was reduced to 14,000 lb., with second-class rating.

(b) For a carload rate on bicycles, always before shipped as open freight. This was granted, and a satisfactory carload minimum provided.

(c) A reduction of the minimum carload weight on woodenware, which, at the present time, is fully 25 per cent. above the capacity of the cars provided.

(d) That the classification of cased whisky be made the same as bulk.

These two last requests have not yet been acceded to.

CLAIMS.

At the same time the committee took special pains to dwell upon the slow and unsatisfactory method of dealing



Secretary T. A. Russell, Toronto.

with claims. Communications were sent to the railway companies, and replies received that the matter would receive their attention. Since then, however, we have had no intimation that it received any notice. Consequently, this point was strongly referred to in our report to the Government Railway Commissioner, Mr. S. J. McLean.

NOTICE OF CHANGE OF RATES.

Reference has often been made to the fact that changes in rates and classifications are often put into force without any notice from the railway companies to those who may be seriously affected and who might wish to oppose the changes.

Your committee, on investigation of this point, brought out the fact that all changes in rates, classification, etc., must be submitted to the Governor-General-in-Council for ratification before they were legal. The Hon. the Minister of Railways in Canada, was therefore asked that all proposed changes in rates and classifications be submitted to your committee before final ratification. The Minister graciously acceded to your committee's request, and we believe that we have gained a point of considerable importance in regard to fixing rates and regulations. During our experience, since the

granting of this request 11 months ago, only one proposition has been submitted that had reference to an obscure piece of railway in British Columbia in which your members had comparatively slight interest. Since that time, no further matters have been brought to your committee's notice.

We strongly commend this general meeting to instruct the new committee to ascertain from the Department of Railways and Canals if it has kept its promise to the committee or whether it be the case that railway companies arbitrarily change rates, etc., without submitting the same to the Government as required by law.

NEW YORK CHARGES.

Some of our members pointed out that they had been subjected to vexatious and unnecessary delays and exorbitant expenses in their shipments via New York to seaboard. Your committee took up the matter with the offending parties, and is happy to report that substantial improvement has been noted in the manner in which Canadian freight has been handled by these agencies since that time.

CROW'S NEST RAILWAY.

Your committee was asked to support the application of the Crow's Nest Railway Co. for charter to the United States boundary. It felt that it had no special information on this subject, and declined to express itself.

PREFERENTIAL TARIFF.

A resolution asked that preferential tariff be applied only to goods entering Canada through Canadian ports. Your committee felt that a question of this kind should only receive attention at a large and representative meeting, and did not pass any resolution affecting the same.

SUBSIDY TO FRANCO-CANADIAN LINE OF STEAMSHIPS.

Similarly we were asked to express our opinion as to the advisability of the Government granting a subsidy to a line of steamships operating from Canada to France. As the Government had already acted with the facts before it, we did not feel called on to express any opinion.

LOCAL GRIEVANCES.

Special correspondence was laid before your committee by representative manufacturers in Windsor and Walkerville, Ont., complaining of distributive rates to these points, as compared with Detroit rates. The facts bearing upon this, as presented to your committee, were submitted to the Railway Commissioner, when in the city of Toronto.

RAILWAY COMMISSIONER.

One of the most important phases of your committee's work was the preparation of a statement of special grievances of shippers in order to lay the same before the Railway Commissioner appointed by the Government. Your committee, in the preparation of its report, dealt as far as possible only with transportation matters as affecting the Dominion, leaving any special local questions to be dealt with by local organizations, boards of trade, etc. The chief points to be emphasized were:

(a) Our opposition to the granting to competitive manufacturers situated in Great Britain and the Eastern States of better rates than given to Canadian manufacturers from important shipping points like Montreal and Toronto.

(b) Also certain injuries respecting classification.

(c) The unjust operation of several local rates, as compared with through charges.

(d) The injustice of charging higher rates to Western Ontario shippers to the seaboard than is charged to United States shippers from Detroit and Chicago when their freight passes over the same lines.

(e) Finally, the unsatisfactory manner of dealing with claims.

The report was presented to the Commissioner in the presence of representatives of the railway companies and was thoroughly threshed out.

OTTAWA FIRE.

The question of the relation of shippers who lost property in the Ottawa fire a year ago was carefully considered with a view not only to this one particular instance, but others of a like nature.

Your committee gave the matter careful attention and secured legal advice regarding the points involved, the result of the investigation being that the law as it stands at present provides that when any damage occurs in transit, which cannot be said to have arisen from any negligence or omission of the company or its servants, the company may, by the use of

apt language, contract itself out of liability, and this is done in the special contract under which shippers send their goods. Consequently, as the law stands at the present time, your committee finds that shippers cannot collect damages for loss unless the same can be shown to be the result of negligence of the company or its employees. But two things then remain to be done if shippers desire to be relieved of all risk is the safeguarding of goods in transit.

First,—Individually insure goods so shipped in such a way as to cover all losses that may be possible.

Second,—To induce the railway company to extend its present insurance policy, which protects it against losses which are the result of negligence of its own employees to cover all loss of any kind in transit. Whether this is possible of accomplishment or not is for you to judge to-day. Either the railway company would have to be approached with a view to having it assume this responsibility or the Government of the Dominion of Canada would have to be asked to pass legislation covering the question of the liability of railway companies for all losses in transit save that due to the negligence of the shippers themselves.

The committee leaves this open for your discussion to-day.

LOSSES IN OCEAN TRANSIT.

The attention of your committee has been directed by certain members to heavy losses involved in ocean shipping through rough handling of the goods consigned. We have not been able to investigate fully how far this complaint is general and is justified. It is a matter on which we require further information. In the meantime, we recommend all shippers suffering loss in this way to insure under the "All Risk Clause," whereby they are absolutely guarded against losses of any kind, and it is left for the insurance company to discuss with the steamship line whether the loss was one for which they were responsible or not.

STEAMSHIP SERVICE TO SOUTH AFRICA AND AUSTRALIA.

At several times during the year we were asked to pass upon the advisability of the Government assisting in the establishment of a direct line of steamships that would operate from Eastern Canadian ports to South Africa and Australia. We hesitated to deal with an important matter of this kind involving public policy until an opportunity was presented to test the feeling of our members. We have now, however, investigated the subject, and considered the total volume of freight now moving through United States channels to those colonies, and we now recommend for your consideration the adoption of the following resolution which covers the point at issue:

Whereas, the manufacturers and exporters of Canada now carry on a steadily growing business with our two sister colonies of Australia and South Africa, much of which is shipped via United States ports, with the consequent bonding, storage and transfer charges;

And, whereas, this trade would be largely augmented under conditions affording more direct, simple and economical transportation;

And, whereas, both colonies could be served by one line of steamships

Be it resolved, that in the opinion of this Association, the time has now arrived when the Government of the Dominion of Canada should assist by subsidy a line of steamships that would operate from the ports of Eastern Canada to South Africa and Australia;

And, be it further resolved, that the Government be at the same time asked to retain such control over the freight rates as may be necessary to prevent the manipulation of freight charges over such a line by any shipping ring.

RE EXPORT SHIPMENTS.

Your committee has during the past year carefully considered the possibility of improving and cheapening the facilities at the disposal of Canadian manufacturers who do an export trade. As a great deal of this is now done through New York, where vexatious delays and costly storage charges are often involved, your committee has considered that by collective action we could greatly improve the facilities at the disposal of our manufacturers. We have already communicated with many of the largest and most reliable shipping firms in New York, with the result that we now recommend that arrangements be made with one of these firms to be afterwards determined by your committee. That these arrangements entitle our manufacturers to the best contract rates available through the firm with which we are connected; that they give every attention to the prompt despatch of our shipments; that the charges be fixed and agreed upon, and that in return the Association recommend all its members who have not satisfactory connections to use the firm decided upon. This would give each member the advantage of the contract rates of any of the large firms, and would at the same time strengthen our position, inasmuch as the Association could transfer its arrangement if satisfactory accommodation was not provided. We recommend this

policy and suggest that the committee next year take immediate steps to put it in operation by selecting a suitable firm.

RAILWAY COMMISSION.

Your committee also recommends that this Association do now place itself on record as in favor of the appointment by the Dominion Government of a permanent railway commission with stipulation that sufficient provision be made to secure the best men available, to provide sufficient remuneration and to furnish a sufficiently numerous and competent staff. Also with the further condition that full and sufficient power be placed in the hands of the committee to enable it to deal authoritatively with important railway grievances when these are submitted.

TRANSPORTATION PROBLEM IN GENERAL.

In conclusion we desire to impress upon our members the importance of the transportation question. What we need most in this country is cheap transportation, and if we can adopt any system by which the products of our manufacturers as well as the farmers can be transported at a lower rate we will confer upon them a great advantage.

In this connection your committee desires to express its approval of the course of the Government in improving the terminal facilities of the port of Montreal, as well as improving the entrance to the Welland Canal at Port Colborne.

When these improvements are completed we believe the cost of transporting the products of Canadian farms and Canadian manufactures to the seaboard will be considerably reduced, and at the same time a very much larger volume will go down to the sea via our own Canadian route—thus building up our own seaports and at the same time greatly stimulating the shipbuilding in Canada.

Your committee submits this as its report.

MR. ROWLEY'S POINTED REMARKS.

Mr. Rowley (E. B. Eddy Co.) "I would like to draw attention to this Ottawa fire section. It strikes me that the suggestions should be insisted upon. We had 60 carloads of goods destroyed in that fire, and have got no return. The ground the railway companies take is that the fire was the act of God, or the Devil or somebody."

Mr. McNaught recommended that the Government be asked to amend the Railway Act to govern such cases. The Government ought to dictate railway insurance policies just as they do ordinary fire insurance policies. He made a motion to this effect, which was seconded by Mr. Birge and carried.

SOUTH-AFRICAN SERVICE.

Then ensued a very interesting and profitable discussion on our foreign steamship service which culminated in two resolutions, one to ask the Government to subsidize a direct line of steamships to South Africa and Australia, and the other instructing the Transportation Committee to enter into negotiations with a New York exporting house to handle the goods of the members of the Association at that point, see that the best freight rates are obtained and that the goods are shipped promptly.

Mr. J. O. Thorn pointed out that those who had been doing business with South Africa via New York are acquainted with the vexatious delays experienced at the American port. "Canadian shipments are frequently allowed to lie on the wharf for want of space, which is reserved to American goods. It's high time we had a service of our own, and I'm in favor of asking the Government to subsidize one." He also complained of the C.P.R. service from Vancouver to Japan. Goods are often left on the Vancouver wharf for a month at a time. The service should be much faster.

Mr. Saunders, of Goderich, said he gained time by shipping to Australia via the C.P.R. He could also get better rates over the C.P.R. from Goderich to Vancouver than from New York to Australia. The C.P.R. never failed him. "We should not build up those exporters in New York."

Mr. Bertram said he was going to South Africa next month with \$30,000 worth of goods. Part of this went by New York, and he had to pay a freight rate of \$70 a car from

Montreal to New York. He thought the suggestion of a direct line quite timely.

Mr. Russell explained how the Executive had investigated the amount of Canadian freight that went to South Africa and Australia via New York, and had determined that there was plenty of traffic for a direct line. The Canadian steamship companies think the same thing.

Mr. Munro said he found it cheaper to ship from Montreal to South Africa via London, Eng., than via New York.

Mr. Russell reported how Canadian shipments to countries all over the world were delayed in New York, and he suggested that the Association enter into a contract with a New York exporting house to look after Canadian freight that goes through that port to South America, India, and, until we get our direct line, to South Africa and Australia. The committee were instructed to pursue the matter.

THE LABOR GAZETTE.

The report of the committee on The Labor Gazette was next read and adopted. It was as follows:

Last year the Executive decided to subscribe to The Labor Gazette, to the extent of supplying a copy for the year to each member of the Association. When the question of renewal came up, the Executive, having regard to numerous complaints on the part of members as to the management and influence of The Gazette, refused to renew its subscription, and referred the whole matter to a special committee for report to this annual meeting. Your committee, therefore, begs leave to report its conclusions as follows:

1st. It finds decided room for objection to the definition of labor implied in the general character of The Gazette. Labor, we venture to believe, conceived in its proper sense, is not limited to the employe, but embraces the whole field of industrial and commercial life. Industrial interests are essentially one; and an imperfect, narrow definition of labor is calculated to mitigate against the recognition of this community of interests which is at the basis of the relations between an employer and employe.

2nd. The committee finds that the system under which local information is secured for The Gazette is not such as to guarantee to the country at large the most reliable and serviceable reports. Numerous objections have been raised by members in this respect against incomplete and biased information.

3rd. The committee is of the opinion that a monthly issue of The Gazette, as at present, is calculated to encourage the publication of much ephemeral stuff, and to militate against attention being given to the issue of matter of more permanent value. Our opinion in this regard may, perhaps, be made clearer by citing by way of comparison the well-edited and extremely useful Washington Labor Bulletin, which appears quarterly. A quarterly issue of our own Labor Gazette, we firmly believe, would be in the best interests of all classes of labor.

REPORTS OF OFFICIALS.

The report of Mr. Booth, the treasurer, showed that there were over \$500 to the credit of the Association.

The secretary's report stated that the membership of the Association was now 850. With regard to the offices of the Association, they had a splendid library of current literature; some 80 publications are regularly received, and are on file; the Association was endeavoring to accumulate a considerable library of Government and other publications, and directories and other material daily in demand by manufacturers. The Association had arranged with the Canadian Government agents abroad to direct inquiries to Canada. The work of furnishing information to and corresponding with foreign traders has the constant attention of one person, who devotes his whole time to this work in the office. Referring to the Canadian Trade Index, the report stated that it yielded a net balance of \$500 to the credit of the Association. Some 10,000 copies have been distributed outside of Canada. Regarding Industrial Canada, this periodical is now four times as large as it was 16 months ago. Its aim is to convey to the members as full and accurate information about all that transpires in the various meetings possible. The report then went on to eulogize the men who worked on the various committees during the year. In conclusion, the report states that the secretary had special opportunities of coming in contact with every phase of Canadian manufacturing activity.

TRADE WITH AUSTRALIA.

Resolutions were the next order of business. It was moved by Mr. McNaught and carried:

Whereas, the union of the Australian colonies into a great Federal Commonwealth has brought that country under the operation of a common tariff; and

Whereas, this confederation will necessitate the adjustment of the tariff relations which have hitherto existed between this country and the various colonies of Australia; and

Whereas, the peculiar conditions which at present obtain throughout the Empire generally render the time particularly opportune for the negotiations of preferential trade relations amongst the great British self-governing colonies; therefore be it

Resolved, that, in the opinion of this Association, the Government of Canada should at once take steps to secure reciprocal preferential trade between this country and the Australian Commonwealth; and be it further

Resolved, that this Association place itself on record as being heartily in favor of reciprocal preferential trade between Canada and every part of the British Empire, with which arrangements can be effected to their mutual benefit and by means of which each would receive substantial advantage as a result of its national relationship.

OCEAN STEAMER SERVICE.

Moved by Mr. J. T. Murray:

Whereas, the present ocean steamship service being most inadequate for carrying the freight of Canadian industries from Canadian ports to its destination across the sea; and

Whereas, the Governments of Canada have expended very large sums of money, given away extensive tracts of land, and granted great privileges in the building of railways and canals, necessary to bring freight to tide-water; and

Whereas, Canadian ports are suffering for want of a satisfactory ocean freight-carrying service; be it

Resolved, that the Canadian Government be memorialized to give such encouragement, whether by bonus on tonnage or otherwise, to the building in Canada of ocean steamships, as shall warrant capital entering into this industry.

Referred to Railway and Transportation Committee.

PATENT OFFICE AFFAIRS.

Moved by Mr. F. B. Fetherstonhaugh and carried:

Whereas, the Canadian Manufacturers' Association has been informed that the Minister of Agriculture contemplates improvement in the Patent Office and amendments to the patent law. Therefore be it

Resolved, that this Association while conveying to the Honorable the Minister of Agriculture its appreciation of what he has already done, also submit the request that this Association be consulted on all proposed legislation to amend the Patent, Trade Mark and Design and Copyright Acts, before submission of such measures to Parliament.

TRADE AND NAVIGATION.

Moved by Mr. T. G. Mason, that it is highly desirable if not imperative that all matters relating to trade and navigation should be under the control of and be regulated by the Dominion Government of Canada alone; and that Provincial, municipal or other governing bodies should not have power to impose taxes, fines or other imposts, whereby the free interchange of commodities throughout the Dominion shall be in any way restricted.

Moved by Mr. J. K. Shaw, that this Association views with regret the continued delay of our legislators at Ottawa in earnestly grappling with the vital question of bankruptcy legislation in Canada, and hereby reiterates its demand for such, and requests that the Government deal with the matter as a Government measure at the next session of Parliament. Carried.

Moved by Mr. McNaught, that the thanks of the Canadian Manufacturers' Association are due and are tendered to Mr. Geo. Booth for his long and faithful services as treasurer of the organization; that he be elected a life member, and that \$200 be appropriated for the purchase of a testimonial to be presented to him. Carried.

Amendments to the constitution was the next business and all were carried with the exception of the one relating to "Fees."

The choice of the next place of meeting was left to the Executive Committee, with a suggestion that it be east of Montreal, preferably Quebec, Halifax, or St. John, N.B.

NEW PRESIDENT TAKES THE HELM.

Retiring President Ellis then introduced President-elect R. Munro, who was greeted with rounds of cheers. The new president in assuming office thanked the members in a graceful little speech for their kind reception, and averred that no man was more solicitous for the benefit of the Association than himself.

No matter throughout the convention provoked greater enthusiasm than did the little speech of ex-President Ellis, who, at this stage, took occasion to refer to the work done for the Association by the secretary, Mr. T. A. Russell. Never was there a more able or more conscientious secretary, and the manner in which he had carried out his work, and his labors during the convention, was a topic of eulogy among the

members. He deserved the trip to the West Indies, which the Association was presenting him with, after he had done the work of several men in a most able and thorough manner. Several members also spoke enthusiastically about the high merit of the secretary, who responded with a modest speech which was warmly received. He was then sung a jolly good fellow.

ELECTION OF OFFICERS.

The following officers for the ensuing year were elected by acclamation:

President—Robert Munro, The Canada Paint Co., Montreal.

First vice-president—Cyrus A. Birge, The Canada Screw Co., Hamilton.

Ontario vice-president—W. K. George, The Standard Silver Co., Toronto.

Quebec vice-president—J. J. McGill, Canadian Rubber Co., Montreal.

New Brunswick vice-president—C. J. Osman, The Albert Manufacturing Co., Hillsboro, N.B.

Manitoba vice-president—F. W. Thompson, The Ogilvie Milling Co., Winnipeg, Man.

British Columbia vice-president—J. Hendrie, The British Columbia Mills, Timber & Trading Co., Vancouver, B.C.

Treasurer—George Booth, The Booth Copper Co., Toronto.

Montreal Representatives—Frank Paul, Messrs. Belding, Paul & Co.; Hon. J. D. Rolland, The Rolland Paper Co.; W. W. Watson, The Canada Sugar Refining Co.; Robert Munro, The Canada Paint Co.; A. E. Ogilvie, The Ogilvie Milling Co.; J. J. McGill, The Canadian Rubber Co.; Wm. McMaster, The Montreal Rolling Mills Co.; James Davidson, The Thos. Davidson Mfg. Co.; C. C. Ballantyne, The Sherwin-Williams Co.

Quebec Representatives—J. Ritchie, Messrs. J. Ritchie & Co., Quebec; S. T. Willet, Chambly Canton; E. Guillet, Marieville.

British Columbia Representative—D. R. Ker, The Brackman-Ker Milling Co., Victoria, B.C.

Ex-Officio Members of the Executive Council—P. W. Ellis, P. W. Ellis & Co., Toronto; J. F. Ellis, Barber & Ellis, Toronto; A. E. Kemp, The A. E. Kemp Mfg. Co., Toronto; D. W. Karn, The Karn Piano Co., Woodstock; B. Rosamond, The Rosamond Woollen Co., Almonte; John Bertram, John Bertram & Sons, Dundas; R. W. Elliot, The Elliot Co., Toronto; Geo. E. Drummond, The Drummond & McColl Company, Montreal; Wm. McMaster, The Montreal Rolling Mills, Montreal.

Commercial Intelligence.—Chairman—Geo. H. Hees, Geo. H. Hees, Son & Co., Toronto; S. M. Wickett, Bickell & Wickett, Toronto; Jas. P. Murray, Toronto Carpet Manufacturing Co., Toronto; J. F. Smale, The Wm. Davies Co., Toronto; W. P. Gundy, The W. J. Gage Co., Limited, Toronto; J. B. MacLean, The MacLean Publishing Co., Limited, Toronto; A. S. Rogers, The Queen City Oil Co., Toronto; W. B. Tindall, The Parry Sound Lumber Co., Toronto; W. W. Watson, The Canada Sugar Refining Co., Montreal; C. C. Ballantyne, The Sherwin-Williams Co., Montreal.

Industrial Committee.—Chairman—S. M. Wickett, Bickell & Wickett, Toronto; W. K. McNaught, The American Watch Case Co., Toronto; J. F. Ellis, The Barber & Ellis Co., Toronto; Geo. Booth, Esq., The Booth Copper Co., Toronto; W. K. George, The Standard Silver Co., Toronto.

Reception and Membership.—Chairman—J. P. Murray, The Toronto Carpet Co., Toronto; G. P. Breckon, The Metallic Roofing Co., Toronto; Thos. Roden, Roden Bros., Toronto; Albert Brown, Brown Bros., Toronto; L. V. Dusseau, The Gendron Manufacturing Co., Toronto; Geo. Howell, The Grip Printing and Publishing Co., Toronto; F. H. Wright, Bennett & Wright, Toronto; F. Kent, Seaman, Kent & Co., Toronto; Robt. Munro, The Canada Paint Co., Montreal; Frank Paul, Belding, Paul & Co., Montreal.

Railway and Transportation.—Chairman—A. Campbell, A. Campbell, Toronto Junction; J. M. Taylor, The Dominion Radiator Co., Toronto; E. C. Boeckh, Boeckh Bros. & Co., Toronto; J. R. Shaw, The Canada Furniture Mfrs., Limited, Toronto; W. J. McMurtry, The Gold Medal Furniture Co., Toronto; J. H. Housser, The Massey-Harris Co., Toronto; R. Hobson, The Hamilton Steel and Iron Co., Hamilton; Wm. McMaster, The Montreal Rolling Mills, Montreal; Andrew Gunn, Gunn Bros., Toronto; Geo. Heintzman, Heintzman & Co., Toronto.

Parliamentary Committee.—Chairman—J. M. Taylor, The Dominion Radiator Co., Toronto; J. F. Ellis, Barber & Ellis,

Toronto; A. W. Thomas, Copp, Clark Co., Toronto; A. E. Kemp, The Kemp Manufacturing Co., Toronto; P. W. Ellis, P. W. Ellis & Co., Toronto; A. Campbell, A. Campbell, Toronto Junction; J. O. Thorn, The Metallic Roofing Co., Toronto; R. A. Donald, The Pure Gold Manufacturing Co., Toronto; W. B. Rogers, Chas. Rogers, Son & Co., Toronto; Hon. Geo. A. Drummond, Drummond, McColl & Co., Montreal

Tariff Committee. — Chairman — W. K. McNaught, The American Watch Case Co., Toronto; J. R. Shaw, The Canada Furniture Manufacturers, Limited, Toronto; Fred. Nicholls, The Canadian General Electric Co., Toronto; P. H. Burton, The Merchants Dyeing and Finishing Co., Toronto; Geo. H. Hees, Geo. Hees, Son & Co., Toronto; A. E. Kemp, The Kemp Manufacturing Co., Toronto; P. W. Ellis, P. W. Ellis & Co., Toronto.

THE BANQUET.

A Superb Menu, and Important Speeches.

The banquet was a most brilliant affair and a pronounced success. The Windsor dining-room was very appropriately decorated with flags, banners, and electric illuminations. Over 400 people sat down, and it would have been interesting to know just what income was represented there. The menu was superb, and the speeches were full of importance. The banquet was a complimentary affair to the visiting delegates, given by Montreal's commercial men. Hon. J. D. Rolland, chairman of the Montreal branch of the Association, presided, having on his immediate right, Sir Wilfrid Laurier, and on his immediate left, Lord Strathcona and Mount Royal. Others seated at the table of honor were: Hon. W. S. Fielding, Minister of Finance; Hon. Wm. Paterson, Minister of Customs; Hon. J. I. Tarte, Minister of Public Works; R. L. Borden, M.P.; Robt. Munro, P. W. Ellis, His Worship Mayor Prefontaine, Hon. Senator Mackay, United States Consul-General Bittinger, F. D. Monk, M.P., Principal Peterson, of McGill University; George Hague, Hon. H. T. Duffy, Henry Miles, president of the Board of Trade; L. E. Geoffrion, president of the Chambre de Commerce; A. C. Flummerfelt, Jas. Cooper, W. K. McNaught, W. K. George, Geo. Booth, Jas. P. Murray, J. C. Thorn, J. Bain, James Crathern, A. Campbell, John Bertram, D. W. Karn, B. Rosamond, D. W. Robb, C. J. Osman, Prof. H. T. Bovey, S. M. Wickett, J. J. McGill, W. Roach, T. A. Russell.

LETTERS OF REGRET.

The toast of "The King" was drunk with splendid enthusiasm, and then letters of regret at inability to attend were read from the Premier of Quebec, Hon. S. N. Parent, Hon. G. W. Ross, Hon. Wm. Mulock, Sir Richard Cartwright, Hon. Mr. Blair, Hon. Mr. Fisher, A. E. Ames, president of the Toronto Board of Trade; the presidents of the Halifax, Winnipeg, and Vancouver Boards of Trade; Sir Thos. Shaughnessy, and others. The president of the Winnipeg Board of Trade announced that Manitoba would this year produce the greatest crop on unfertilized soil that the world had ever seen.

CANADA AND THE EMPIRE.

The toast of "Canada and the Empire" was proposed by Mr. P. W. Ellis, of Toronto, the retiring president of the Manufacturers' Association. Mr. Ellis, in the course of his speech, alluded to a remark as to the possibilities of Canada, made in an address to the Toronto Board of Trade, by Mr. F. H. Clergue, in which he had stated that the mineral and chemical wealth of New Ontario was equal to that of the State of Montana, in the United States, and that of the Province of British Columbia, in the Dominion of Canada. Mr. Ellis also quoted Mr. F. W. Thompson's statement that the day would come when the wealth of the Manitoba wheat fields would equal the spring crop of the United States. Mr. Ellis counselled the people to take full opportunity of the great resources of the country. He saw no reason why

Canada should not make like progress with the United States, if every opportunity was grasped by Canadian citizens. The ex-president was loudly cheered on resuming his seat.

The "Maple Leaf Forever" should have been sung just here, but something had gone wrong with the orchestra, so Mr. W. H. Evans jumped upon a chair and whistled the tune through his fingers, concluding amid loud applause.

SIR WILFRID LAURIER.

Sir Wilfrid Laurier on rising to reply was heartily greeted. After the prolonged applause had subsided he spoke as follows: "Mr. Chairman and Gentlemen,—It is not my good fortune to be a manufacturer, I am but a simple and very humble consumer. But it has been my good fortune for the last twenty-five years to see a great deal of the development of the manufacturing industries of Canada. For, during twenty-five years and more it has been my privilege to be a member of the House of Commons of Canada. Twenty-five years is a long period in the life of a man; it is simply a dot in the life of a nation. But twenty-five years, whether it be in an individual's life, or in national life, is sure to develop a good many changes. I have seen the development in the relations between Canada and the Empire, I have seen with still greater interest the development of Canadian life. I have seen the ups and downs of politics. I have seen the surging rise and fall of party differences. I have served under Mr. Alexander Mackenzie, I have fought against Sir John A. Macdonald, and I believe I have felt; in fact, I am sure I have felt, as you have all felt, the loss of these two great men—one my chief leader, the other my chief opponent—both my personal friends. (Cheers.)

NATIONAL INDUSTRIES.

"But in these many changes and vicissitudes, there is one thing which has remained constant and unaltered; it is the devotion, if I may use the term, and I do use it advisedly—the devotion which all classes represented in the Canadian Parliament have ever bestowed and shown to the development of the industries of Canada. There has been more time consumed on the part of the Parliament of Canada in the discussion of the industries of Canada than perhaps all other questions put together. (Hear, hear.)

"I do not remember the time, or the year when, on the floor of that Parliament—the interests which concern you gentlemen—the manufacturers, have not engaged our attention and our deliberations. That these questions should be debated, that they should be discussed, that they should be scanned—is nothing but natural, and not too much time can be devoted to such a topic as that one. When once they have been debated and crystallized into legislation, you will agree with me that legislation should not be lightly disturbed. Tariffs are not permanent in a country like Canada susceptible to great development, everything changes, everything progresses, and the tariff, of course, must move with the times, but, at the same time, I have felt within myself, and you must have felt yourselves, that stability in tariff is one of the securities to manufacturing industries. (Prolonged cheers.)

"Of course I do not pretend that the tariff which has been framed by my friend, Mr. Fielding, the Minister of Finance, is absolutely perfect, but I am disposed to think a great deal of it. Still, I know perfection is not of this world. There are spots on the sun, as we know, as we are told, do not prevent the majestic orb to progress through the sky in all its beauty, and so it is with the tariff which exists at the present time, though perhaps—I do not know, you know better than I do because you have to deal with it more than I do—it may be that there are blemishes in it; but whether there are blemishes in it or not, I suppose on the whole the manufacturers are pretty well satisfied. (Several voices: "No, no. Laughter.")

TARIFF MAY BE IMPROVED.

"That only shows that there is room for improvement. (Cheers.) That only shows that there are some spots in the sun or in the tariff, but it does not prevent the orb from shed-

ding its beneficence upon Canada. What is engaging all the manufacturers, I assume, is the development of the markets. The home market was supposed to be the best of all. Unfortunately the home market has not developed as we had reason to expect; the last census has been a disappointment to all of us. But even in the face of the last census, for my part, my heart is filled with hope. It has been my privilege within the last few weeks to cross and recross the continent from Quebec to Victoria and from Victoria to Halifax, and then it has been my privilege to see some of the immense wealth that we have in the Northwest Territories, to see the broad plains covered with stacks and stooks, and to see the sulky plough and the threshing machine at work at the same time and to see the immense possibilities we have in that distant part of our domain. (Cheers.)

MOVEMENT OF POPULATION.

"There is a new movement which I have seen in that direction. For the last 60 years or so the movement of the population has been from north to south. Now a change has taken place, and a movement of population is now from south to north. For a great many years, the United States has received the best of our bone and sinew. Now, we are going to receive the best bone and sinew of the American cities. (Hear, hear.)

"For a great many years, our young men have emigrated to the United States, now the young men of the United States are emigrating by shoals to the virgin soil of the Northwest Territory, and they will be well received. They will not be treated like the Outlanders, deprived of political rights. On the contrary we will be happy to receive them, and share with them what we have and allow them to take possession of our soil, and to make them free citizens, and enable them to feel that British institutions are infinitely superior, even to the much-vaunted institutions of the American republic. (Hear, hear.)

"In connection with this, there is another feature which is now taking place. I remember, and you remember also, that since the abolition of the reciprocity treaty in 1866, we have sent delegation after delegation to Washington to obtain reciprocity.

RECIPROCITY DELEGATIONS.

"We are not sending any more delegations. (Loud and continued applause.) But I rather expect, and I would not be surprised if the thing were to take place even within a few years—I say—I rather expect that there will be delegations coming from Washington to Ottawa for reciprocity. (Cheering.) Having learned the lesson from our friends to the south how to receive such a delegation, we shall receive them in the proper way — (cheers) — with every possible politeness. (Laughter.)

"But, gentlemen, there is something else than the Northwest Territories. We have also a new Ontario—in new Ontario is untold wealth—mineral wealth, agricultural wealth, wealth of every kind. There is not only a new Ontario, there is also a new Quebec. North of the Laurentian range, there is a new Province of Quebec, equal at least to the one we know and love so well. There is also, if I may say so, a new Maritime Provinces. There is on the shores of the Atlantic Ocean, at Sydney, the development of an industry which will at some time astonish the world. (Cheers.)

"Three years ago, I was in the city of Washington, and it was my privilege there to meet the great manufacturer and philanthropist, Mr. Andrew Carnegie. Talking of many topics which interest manufacturers and also interest public men, he went on to say these words: 'The trade of Great Britain in iron is a thing of the past. We will capture the trade of England on every point in competition.' I said: 'Mr. Carnegie, you know these things better than I do. It is quite possible that you may capture the trade of England in iron, but let me tell you this, when you have captured the trade of

England in iron, we Canadians will capture the trade from you.'

CAPTURE THE WORLD'S IRON TRADE.

"And it is my expectation that at some time—not very distant—the works at Sydney will, indeed, not only compete with England—not only compete with the English—but capture the iron trade of the whole world. And in so saying, I do not think I am too sanguine at all. There is also the British market, and this is by far the most important to us Canadians. It would not do for me to enter into any political matter—to enter into any controversial matter; but, at all events, I am sure I am speaking the sentiment of every one here when I say that in my humble opinion, at all events, the life and security of the British Empire rests upon mutuality—the trade between all the component parts of it. The life of the British Empire depends upon the exchange of commodities sent from the other parts of that great institution. If we can suppose a condition of things—and it is not a hard supposition to make—it is possible for us to suppose it—if we can suppose there will be mutuality and freedom of exchange between the three hundred millions or four hundred millions who compose the British Empire, we shall have seen the greatest commercial development the world has ever yet seen. (Cheers.)

"The British Empire was not founded so much on conquest as it was founded upon colonization and trade, and it is in following the lines of trade that it shall attain its best development. The British Empire was founded upon the laws of equality and justice; and though at this time it is rent in some part by a war, let us hope that this war will be soon concluded, and that henceforth the laws of justice shall prevail throughout the whole length and breadth of the British Empire—those laws of justice, of equality and of equal rights in which England has been the foremost champion of the modern world."

The cheering re-echoed again and again as the Premier resumed his seat.

LORD STRATHCONA.

Toast-Master Rolland said: "I will now call upon Lord Strathcona and Mount Royal to make a few remarks in connection with the toast."

As the noble lord arose a perfect storm of applause broke forth. Every man in the audience was on his feet in an instant, and the large dining-hall resounded to singing of "For He's a Jolly Good Fellow," and "Three cheers and a tiger" were given with right good-will.

Lord Strathcona addressed the gathering as follows: "Mr. Chairman and Gentlemen,—I do assure you I deem it a very great privilege to be with you here this evening, at such a gathering as this of the manufacturing interests of Canada, not of Montreal alone, nor of Montreal and Toronto—but coming, as you gentlemen do, from British Columbia, all the way to Great Britain. (Hear, hear). It is a very excellent omen, and presage of what are to be the relations between the manufacturers of all parts of the Dominion. It has been said, and it has been felt, not so very long ago, that there was a slight feeling of jealousy as between commercial men of Montreal and those of Toronto. We are all conscious of that having taken place, but we have here a surety, an object lesson, in seeing you here to-night, and an assurance that nothing could be more friendly than the relations which exist among you. (Cheers.)

"I am here, like the right honorable gentleman, the Premier, not a member of the manufacturing body, but unlike him, I am not one of the crowd, because we all know that he is, and happily has been a Cabinet maker (laughter and cheers), so that at any rate, he may certainly be looked upon as an honorary member. I think it applies well, it speaks well for the true heartedness, for the loyalty, and for the devotion of the manufacturers of Canada, that not one word was heard as against that preferential tariff with the Old Country.

(Hear, hear; cheers.) We might have been expected to be the first to find fault with it. It is indeed a happy thing to find that self-interest—for some of you must have felt that they would have had a somewhat better chance without that preferential tariff—but it is a happy thing for us, and a happy thing for the Dominion as a whole, that we conceded these personal feelings of personal interest—to a large extent—and that we conceded to the general good, not of the Dominion alone, but of the whole Empire.

INTER-IMPERIAL PROGRESS.

"Progress, and a very great progress has been made within the last few years in transportation throughout the Empire. While we have here the toast of the 'Empire,' I do not think we are going very much out of the Dominion in our remarks of this evening, but it has certainly been greatly to the benefit of manufacturing interests, to the commerce, and to the general weal of the country, that transportation has been made as good as it is. (Hear, hear.) We have an instance, sir, and within the last month; the far-off district of Edmonton, where they were not very happy, I believe, in some parts, in their wheat harvest, but where they had a very great abundance of oats, and where they could find no market for oats, it has been found for them in South Africa, for supplies for the war, and, I believe, at a price which will pay them very well indeed. I think that our Minister of Agriculture deserves well from the country for having made it possible for these settlers there to profit by this trade of sending their oats to South Africa.

MARKET FOR HAY.

"We have also, within this month, I am speaking only of one month, I think there have been orders from South Africa, for some 20,000 tons of hay altogether. This alone, with the cost of transportation, will come up to, perhaps \$1,000,000 or £200,000 sterling. Surely all that is in the right way, and with that energy and that determination which the people of Canada will give to strengthen and improve their position, I have no doubt but that the market will soon be open to them, so that they will not apply to other countries—so that they will not depend upon other countries. (Cheers.)

"The right honorable gentleman has told you that happily now emigration is not going on, or migration is not from Canada to the United States, but that it comes from the United States to us (hear, hear), and we have the assurance that those people who come to us from the Western States into the great Northwest of Canada are even already amongst the best and most loyal subjects of the King, and that they will be so as of old. (Cheers.)

FAST LINE SERVICE.

"There is one thing which I may be permitted to say, speaking of the influx of people from the United States, which we are so glad to have. It is that I hope that we will soon also have a great many people coming—and those of the wealthy classes—coming by the high road through Canada on to Great Britain and to Europe—that we shall have such a service here that it will not be said by those in the Old Country that you must go through the United States to go to Canada, but that you will hear each and all of them, or a very great number, indeed, of them saying: 'We are going to New York and to the other towns of the United States through Canada, as the fastest, best, and safest route.' (Cheers.)

"But I will not detain you, gentlemen. We have all listened with the very greatest pleasure to the remarks of the Premier. I here find myself in a very happy position indeed. I am one of three with the privilege of responding to the toast. You have here the Premier at the head of the Government, you have the chief of the Opposition—ardent politicians both, but friends always (cheers), and I in the middle, not knowing politics. While not knowing party politics, I trust that I am not altogether indifferent to the best interests, or the weal of

the country. I thank you, gentlemen, and I thank you very much for listening to me."

MR. R. L. BORDEN.

After the cheering had subsided, the toast-master, Mr. Rolland, called upon Mr. R. L. Borden, the leader of the Opposition.

Mr. Borden was very heartily received, and spoke as follows:

"Gentlemen, I was very glad indeed to hear from the gentleman who proposed the toast that it is intended that the next meeting of this Association shall take place in the city in which I have the honor to reside—Halifax—and I can assure you that if you do come to Halifax, Halifax will at least give you as warm a welcome as is in her power, and, that, from the experience of those who have been there in the past, is, perhaps, as warm a welcome as can be given in any city in Canada. Now, I have not the honor to claim, as Lord Strathcona has claimed for my right honorable friend, Sir Wilfrid Laurier, that I am a manufacturer, on the theory that I am a Cabinet maker. (Cheers.)

"That is an honor which is reserved for years to come. I may claim in conjunction with my right honorable friend, Sir Wilfrid Laurier, that we are both manufacturers in a sense—we are manufacturers of law, and, though there may be now and then some differences of opinion between us, and among you, as to the quality of the finished product, still we do the best we can under the circumstances. (Laughter.) Our methods are not always those, perhaps, which would commend themselves to you manufacturers, but they are methods which have come down to us from the past; they are methods which, on the whole, both in this country and in every English-speaking country, give fair results

"It is a great pleasure to me to be here to-night and see such a representative gathering as I see before me. I believe that your Manufacturers' Association has not, up to the present time, taken very deep root in the Maritime Provinces. I know that my own Province is ably represented here to-night by two gentlemen whom I have had the pleasure of meeting, but not very numerously represented. I trust if you do meet next year in Halifax that a great deal of interest will be aroused in the Province in regard to the objects of the Association, and that you may on future occasions have more numerous representation from the little Province by the sea. (Cheers.)

RESOURCES OF CANADA.

"Now, with respect to what has been so well and so ably and so eloquently said by Sir Wilfrid Laurier and also by Lord Strathcona with regard to the extent of the resources of Canada, I wish to agree in what they have said, and particularly to say that to a man coming, as I do, from the Maritime Provinces, there can be no greater object lesson than a trip across the continent. A man living in Halifax goes through to the Province of Ontario, across the fertile plains which have been spoken of. He goes the ocean distance which separates Halifax from the Motherland and finds himself still in Canada, and sees the spreading thousand miles towards the setting sun. He crosses the Rocky Mountains and enters British Columbia, and comes to the Pacific, where the West looks out upon the East, and still he is in Canada, and there is nothing that impresses upon one the greatness of the future possibilities of this country more than to take a journey like that from one side of the continent to the other, from one great ocean to the other. (Cheers.)

"I still believe that in this Canada of ours the manufacturing interests of the country, the best—or, at least, equal with those of any other in the country—claim the attention of those in public life. (Hear, hear; cheers.)

FUTURE OF MANUFACTURES.

"We have inexhaustible quantities of coal in my own Province, and in other parts of this country. We have great

quantities of iron, we have raw material of various kinds in abundance, and surely if the manufacturing industries of the United States have prospered as they have, if we are of the same race and stock as they are, there is no reason why, in the future, our manufacturing industries cannot be placed on an equally high plane with those of the United States, which they are even now showing to the whole world. (Cheers.) Cherishing, encouraging and protecting the industries of Canada, we are not only true to the interests of Canada herself, but we are true to the interests of the whole Empire. We are trustees in this Empire, or at least a portion of it which is called Canada, and which has been entrusted to us, and we are responsible for its advancement and development, and we would be false to ourselves, nay, we would be false to the whole Empire, if we did not avail ourselves properly of those opportunities which are afforded to us. (Cheers.)

PROTECTING OUR OWN INTERESTS.

"And I also say that I see no reason why we cannot say with the utmost loyalty and the utmost devotion to the Mother Country, and to all parts of the Empire—I do not see that the depression of an industry in Canada, to the possible gain of an industry of a similar kind in the Mother Country is necessarily of any advantage to the Empire.

"Upon us in Canada is imposed a duty, as I have said, of developing our own industries, of seeing that they have fair play. And if we do that work in Canada, if we carry out that project in Canada, I think we can carry it out with the utmost sense of loyalty and devotion to the Empire, which any country or Commonwealth of the British dominions can fairly lay claim to. (Cheers.)

"Now, I do not disguise from myself, when I say that there may be Imperial interests which may, for the time being, and should, for the time being, overshadow the interests of some trade community either in Canada or in any other of the self-governing dependencies of the Empire, but I say in respect to matters of that kind that the trust which has been extended to the great colonies in the past must be left to be dealt with in the future."

Mr. Borden went on to speak of the probable future of Canada and her ultimate place in the British Empire, concluding amid prolonged applause.

OUR MANUFACTURING INDUSTRIES.

Mr. Robert Munro, the newly-elected president, was warmly greeted upon his rising to propose "Our Manufacturing Industries." He said:

"It is no ordinary honor to my esteemed predecessor, Mr. Ellis, to be able to say as he did last evening, that during the year of his presidency the number of manufacturers embraced within our Association, rose from 342 to 825, and that there are 28 more applications on the waiting list to be considered at next Executive. In addition to these there are some hundreds more who will doubtless be on the waiting list ere long. These with their operatives and families, with the addition of such as are otherwise dependent on them, estimated to represent an aggregate of over 2,000,000 of our people, are those we think of when we submit the toast of 'Our Manufacturing Industries.'

"Nor is this all, for in wishing prosperity to our manufacturing industries, we do in no way turn our back on our agricultural, our mining, or other industries.

"When, for example, we urge the extension of the harbor of Montreal, we do no violence to Quebec, Halifax or St. John, we know that our growth assures theirs, and so in like manner as our manufacturers extend we demand material from our mines, forests, and other channels, and we also furnish to our agriculturists their nearest and best market.

SUCCESS TO OUR PEOPLE.

"In asking success to our industries, therefore, we are asking success to our people generally, as well as growth and development to our country. The growing strength of this

Association is as I said, most honoring to Mr. Ellis, and those associated with him, as evidencing their lively and persistent interest in the affairs of the Association; but beyond all the labors of the Executive the figures manifest a living impelling energy pulsating in the manufacturing concerns of the country.

"I do not know whether any of the honorable members of the Government who have shown their kindly interest by being present with us, will admit us to a preliminary private view of the figures to which we are looking forward with much solicitude (I refer to the manufacturing census), but we are quite sure that these figures (always provided, the manufacturers have uniformly cooperated with the Government in procuring them), will exhibit a percentage of progress in the last decade to be met with in no other country in the world.

VALUE OF A SMALL FACTORY.

"The value to the country of our great factories is, I think, better measured by the smaller. When one comes to know intimately the value to a little town of what may be a very unpretentious factory, which pours its fortnightly blessing of well-earned wages on the little community; I say, when we note this intimately, we begin to realize the gain to the larger centres afforded by such establishments as they possess. A gain not to be measured simply by the amount of the fortnightly contribution, but by the fact that it is perennial, an ever-returning blessing. Turning from the operative to the manufacturer. Who is he?

He is a man who has

Faith in himself,

Faith in his methods or processes,

Faith in his products,

Faith in his country,

And who, generally speaking, backs his faith by every dollar he owns.

A BUSINESS UNION PURELY.

"We are not, therefore, surprised to learn that the membership of this Association represents a capital of \$200,000,000. This estimate I have from our secretary, who tells me it is within the mark.

"Now, in banding together, we have (as mentioned by our late president), nothing to do with making or maintaining prices, and if we have nothing to do with prices, neither have we to do with politics. We are not a political association in any manner of way—we are a purely business organization. Our essential bond of union is that we are directly interested in manufactures, and our object in uniting is to extend and develop that which has proved of the greatest material advantage to the country.

"In the prosecution of our work, tariff matters force themselves upon us and are discussed by men of all shades of all political opinion. Now, I wish to make clear that as an association we do not engage to endorse the views of any and every member. We do invite our members to avail themselves of our help in every reasonable way, but all fiscal matters are dealt with by our Tariff Committee, not on the representations of any section, but after united discussion among themselves of members interested in every phase of the question

TARIFF REPRESENTATIONS.

"The weakness of trade representations made to the Government is that they represent only one side of the question, whereas we had ample illustration this morning of the more moderate and more practicable conclusions arrived at as a result of the discussion of very complex questions by all the parties interested in their different phases.

"The result of such discussion is invariably a compromise, adjusting as far as possible the interests of each.

"The union of the various branches of industry places at the disposal of our Tariff Committee and Executive Council such facilities for determining the essential needs of the various industries that the endorsement of the council of the Canadian

Manufacturers' Association cannot fail to weigh heavily with the public, and, in the light of the enormous interests involved, will not be lightly set aside by our Government, so long as we strive faithfully and loyally to learn the true bearing of these questions which are of the greatest interest to the entire community.

FUTURE OF MANUFACTURING.

"Speaking for those whom you have to-day chosen to lead in the great work of the Association, I venture to say that we feel most keenly the responsibility attaching to the faithful discharge of our duty to the membership and the industrial community, but we are cheered by the knowledge that behind us there is so vast a store of material, that the possibilities of our Dominion as a manufacturing country are so tremendous that we go forward to our duties full of confidence and hope.

"And while those vast stores of material are at our disposal, so do we long to see more and more labor employed in the manufacture, the transportation, and the exportation, too, of the products of such material, and so long do we desire all Dominion manufacturers to band together under the banner of the Canadian Manufacturers' Association to devise measures for removing hindrances, for raising the standard of excellence, and generally for the greater material advantage of the country, of which we are all so proud.

"I have the honor to couple with this toast the names of Honorable Mr. Fielding, Minister of Finance, and the Honorable Mr. Paterson, Minister of Customs, to both of whom our Executive and members are ever indebted for a patient hearing of the troubles that perplex the manufacturer."

HON. W. S. FIELDING.

Hon. W. S. Fielding was very heartily applauded as he rose to respond to the toast.

He spoke as follows :

"Mr. Chairman, Ladies and Gentlemen,—I thank you most sincerely for the very kind manner in which my name was associated with this toast. This important toast was ably presented and was very cordially received, and I do think I have some difficulty in knowing exactly how I am to associate myself with the toast. Perhaps more difficulty than some of the gentlemen who preceded me. I have had a little experience in Cabinet making, but it was in a very small sphere, a little Province down east, and, therefore, I have not even the excuse of Sir Wilfrid Laurier, who has been a Cabinet maker, nor of my friend, Mr. Borden, who expects to be a Cabinet maker at some distant date.

"I believe the interests of the Manufacturers' Association are and ought to be seriously considered by the members of the Cabinet, and that we ought to do all that we can for the manufacturing interests of the Dominion of Canada. I want to thank you very sincerely, Mr. Chairman and members of the Association, not for the opportunity of making a speech—I could gladly pass that over to some of my colleagues, who like it better than I do—but I want to thank you for the opportunity that has been given me to meet so many of the industrial life of the Dominion of Canada. I think I shall hold as the most valuable experience in my public life the fact that my official capacity has given me an opportunity time and again frequently of meeting the men who in one capacity are controlling the capital, the skill and the labor which make up the great industrial army of Canada. I am afraid that our acquaintance has not always been mutually agreeable. I am afraid that even in this room to-night there may be one or two people who may have come to Ottawa and submitted something to the Minister of Finance which was not acted upon." After telling a story of a good deacon who had a wicked partner who was to blame for all that went wrong, he said : "Well, I think in this business, as between members of Parliament, Ministers and their colleagues, there must be a wicked partner to blame, and that is why they have a Minister of

Finance. (Laughter.) I have no doubt there are many members of Parliament who could play the role of the good deacon. They will say we would like to do it for you, but the Minister of Finance stands in the way.

"Well, I want to say to my friends whom I have that such pleasing associations as we have here I would like to continue, and would like to treat you as nicely as I can.

TARIFF DIFFICULTIES.

"In relation to the great manufacturing industries, I will say that this is not a question of tariff, but it is a question that must be one of compromise between extremes. There are extreme views upon commercial difficulties which would lead to difficulties. There are men, there may be some here to-night, whose views on commercial questions would lead them to place the tariff so high that serious trouble would come because you would arouse such hostility to the great consuming mass of the country that there would be no chance of that stability of tariff which we desire and which my honored chief spoke of to-night as being of so much importance. Then there are other men who would carry their theories of political economy to such a point that they would discourage industry, and interfere with legitimate interests, with—I might almost say—vested rights. We stand for the happy medium between these extremes.

TARIFF LARGELY OUT OF POLITICS.

"A friend whom I met here to-night, an honored member of your Association, said: 'I want the tariff to be out of politics.' So do I; nay, more, I venture to say, and I hope I can say it without going beyond the line which no man should pass beyond at this non-political union, but I hope I can say that the tariff is largely out of politics to-day—(hear, hear)—and that if you will take the trouble to read the discussions at Ottawa you will come to the conclusion that there is not much difference of opinion between the two great political parties in Canada upon this great question. Both parties have had to yield up something, and, as a result, we have to-day a tariff policy which may not be perfect, but which, in the main, is helping out the prosperity of this Dominion, and I am glad to be able to say that in helping out the prosperity of the Dominion generally, it is helping out the manufacturing interests. My friend said to me to-night that he would like to have the results of the manufacturing industry as disclosed in the census. Well, this will all come, but I want to tell him that it is not new, for the books of the quarter of last year, when they are published, will show the prosperous business of your home market, and how you have had exports of manufactures to the wide world to a larger extent than any previous year in the history of Canada, and without advertising the exports of Canadian manufactures to the Canadian markets. (Hear, hear.)

"Surely, sir, that's something of which you may be proud. I venture to hope that as the years roll on the tariff will, to a large degree, be kept out of politics. I know how difficult it is to keep it out. I know how difficult it is to allude to the matter here to-night without passing beyond the ground which one should occupy. I believe it would be a mistaken policy for you to attempt to establish a tariff policy in this country which would antagonize the great consuming masses of the country. If I should turn over the business of making a tariff to a committee so intelligent and so able as the Tariff Committee of the Canadian Manufacturers' Association I should find you differed largely among yourselves; you would have almost—(No, no, no). No; well then, my friend told me what was not the case. He gave me erroneous reports, for I may tell you that he said you had almost as many differences as we have in Parliament; but, even if you were able to agree, if you should agree on a common policy, then you should remember that there are several millions of this country not represented at the convention, and it would be a difficult thing to get them to agree to a common

policy on the particular goods in which you are interested, and so, I say, not only in the interests of the country generally, but also in the interests of the manufacturing industries themselves, to avoid these extremes which are sure to cause trouble, and to avoid keeping the tariff out of trouble for many years to come.

THE WOOLLEN INDUSTRY.

A Voice—"What about the woollen industry?" (Cheers.)

Mr. Fielding—"I do not think, Mr. Chairman, it would be wise, upon an occasion like this, that I should attempt to discuss that particular industry. (Hear, hear; cheers.)

"I have a theory on this tariff question. It is not new; it is older than I am. It is not my particular theory, but it is a good theory, and I think with the best assistance of a good Government it would be of great benefit to Canada. It is to fill up the vacant lands in the Northwest. Give us land, not empty, but filled with prosperous and patriotic farmers, and this is the best policy for encouraging the manufacturing industries of this country. (Hear, hear.) I hope and trust, sir, that that policy, which all parties in Canada are committed to to-day, will be carried out, and that we shall find that in the building up of the manufacturing industries we are building up also our common country. (Cheers.)

THE VISIT TO HALIFAX.

"I want to say how pleased I was to hear the suggestion of my friend Mr. Ellis to-night, that you were going to move down by the sea. This Association met a year ago in Toronto, and this year they meet in the great city of Montreal, and next year they are going to move down east to make a visit to Halifax. There is a story told of a little railroad down east, about four miles long, of which the president went to Mr. Van Horne—he was not Sir William Van Horne then—and asked for an exchange of courtesies that meant an exchange of passes. Mr. Van Horne went to look for the railway on the map, but the man said: 'Don't look for my railroad on the map; it is not there. It is not as long as yours, but it is just as wide.' So I want to say to you, that the city of Halifax is not as big as the city of Montreal, but you will find that the heart of Halifax is warm, and Haligonian hospitality is as broad and generous as that of Montreal, and what stronger compliment can I pay it?

BUY HOME-MADE GOODS.

"I have one thought further to add, and I will close. You may differ as regards the policy of Governments in relation to manufacturers in Canada. You may have a difference of opinion as to this, and I want to say to-night that I do not believe the people of Canada have done their duty by the private purchase of the Canadian-manufactured article. It is a misfortune that we should still hang on to the old idea that a thing must be better if we will only bring it from a distance. There is the old saying, 'Distant hills are green,' and 'Distance lends enchantment to the view.' I know how prone people in Canada are to buy foreign goods, not because they are any better, but because that seems to be the right thing—to buy goods that are imported.

"Our Gracious Queen, on the occasion of the coronation, has expressed the opinion that the people of England should honor the coronation by dressing in the products of English mills and English factories. Let us take that hint to heart of the people of England. No matter what Governments may be, they are sometimes better, sometimes worse, let us show that we are loyal citizens, loyal to the factories of the country, by purchasing Canadian goods in this coronation year, and that we are voicing the feeling of every loyal and patriotic Canadian." (Prolonged cheering.)

HON. WILLIAM PATERSON.

Hon. William Paterson, who was also cordially greeted when he rose to reply, said that he felt somewhat at home

among manufacturers. He had been in the manufacturing business in a small way, until he had been called upon by the head of the Government, to take charge of the Department closely connected with the manufacturing interests. He would have preferred to remain a manufacturer, but he now had charge of those institutions in every city and town where obliging officials waited to receive the willing and anxious tribute of the citizens of this country. While he could say nothing as yet of the results shown by the industrial census, he advised all live manufacturers and business men to consult the statistics sent out monthly by the Customs Department showing the exports and imports. The statistical information thus secured was distributed in a manner more prompt and efficient than in any other country on the globe. (Cheers.) These statistics of manufactured goods, however, did not include all manufactured goods or the products of factories. The ham and cured-meat business, while it came under the class of cattle and their products, certainly required factories for the curing of the meat. Again, butter and cheese went as dairy products, in a separate class, whereas they were really manufactured products. The Minister spoke of the increase in the exports and imports of the country and pointed out that, comparing the trade of 20 years ago, for a term of five years, for instance from 1882 to 1886, inclusively, it would be found that during the three months, ending October 1, of this year, the exports were greater than in any full year of the five above mentioned. He was most sanguine in his expectations for the continued prosperity of the country, and the development of our manufacturing and other industries. Canada was a great country, with illimitable possibilities and he believed that we were called upon to surpass the United States before many years. Let us be engaged in whatever way we may, whatever our differences of opinion, we should try to work with the end of building up this beloved Canada of ours, and making it the greatest manufacturing and agricultural country on the globe." (Cheers.)

CANADIAN COMMERCE.

The toast of "Canadian Commerce" was next proposed by Mr. Henry Miles, president of the Board of Trade. He coupled with it the name of Hon. Mr. Tarte.

Mr. Miles began by announcing that, owing to the unavoidable absence of Hon. Senator Drummond, who was to have proposed the toast, he was asked to take his place at the last moment. Mr. Miles proceeded to speak of the wants and requirements of the "Commerce of Canada."

HON. MR. TARTE.

Hon. Mr. Tarte, Minister of Public Works, in rising to respond to the toast, was given a hearty round of cheers. He said:

"How can any one help loving Canada? The country is supplied with all the raw material necessary for the building up of a nation. (Cheers.)

"'Canada for Canadians!' That is the main doctrine of my political creed. Let us be Canadians in all questions. Let us be Canadians in the transportation question. We have encouraged a policy for the iron and lead industry. Cannot it be possible to devise a policy to make a port for Canadians? Only 10,000,000 out of the 40,000,000 bushels of grain grown in Canada this year will be exported by a Canadian route. This is not right. We have not done our duty in the past. I am responsible for what the Conservative party did in the past, and I am responsible for what I am doing now.

"We have neglected our harbors in the past. We have neglected the port of Montreal. We are doing better now, but it is a difficult job to please everyone.

THE ELEVATOR PROMISED.

"You'll have that elevator, which may God bless—(laughter)—as long as it only stands on its legs. (Loud cheers

and laughter.) They call me the 'enfant terrible' of my party, and I suppose I am.

"The United States takes us by the throat every time in trade matters. I cannot see why our Canadian Customs should not be as self-protecting as theirs. (Cheers.)

"I care not about words nor theories. The first principle is to defend ourselves. Do not think that I belong to a Government which thinks alike. You have no idea what a Cabinet meeting is. They fight like blazes sometimes. (Loud laughter.) I have been brought up in a protectionist school and I have not renounced my faith. (Cheers.)

"The Finance Minister thinks I spend too much money, but let us have confidence in ourselves.

"It may be at election times we make fools of ourselves, but that don't last."

The Honorable Minister concluded with an appeal to the manufacturers for faith in Canada and in the gradual development of the country into a great nation.

TECHNICAL EDUCATION.

Mr. F. D. Monk, M.P., proposed the toast of "Technical Education." In speaking to the toast, he took occasion to say that all true industrial progress was closely identified with technical education. This branch had been neglected in the past, but, through the munificence of Sir W. C. Macdonald, a very great advance was now apparent. Sir William was a manufacturer, and his generous gift in the cause of technical education has done much to advance the industrial development of the Dominion. Technical education should be encouraged so as to give help and encouragement to the men who, as manufacturers, had invested so largely in the industries of the country. In the matter of technical education, he and his colleagues would do all possible in Parliament, and Canadians to-day should be ready for every emergency.

UNIVERSITY PRINCIPALS REPLY.

The toast was responded to by Principal Loudon, of Toronto University, and Principal Peterson, of McGill. Principal Loudon remarked on the slow growth of interest in technical education. Even in Germany, where such an advance along this line had been made, the beginnings had been insignificant.

Principal Peterson, in representing McGill, was glad to be among those whose prosperity had brought them together. Regarding technical education, much was being done in Montreal, thanks mainly to private enterprise. Much might be said on such a big subject, but, so far as McGill was concerned, it resembled somewhat ancient Rome, which history taught the Emperor Augustus had found to be built of brick, and he had left it marble; while Sir W. Macdonald had found it McGill—well, McGill had left it Macdonald.

SISTER ORGANIZATIONS.

The toast of "Sister Organizations" was proposed by Mr. C. Birge, of Hamilton. In doing so he thanked the city of Montreal and her citizens for their hearty reception, and dwelt upon the necessity of national pride. Mr. L. E. Geoffrion, President of the Chamber de Commerce, responded in a neat speech. He said that the French Board of Trade was delighted when it was learned that the manufacturers had decided to meet in Montreal. He invited the visitors to have a look around Quebec and search out opportunities for investing capital of which they are many.

Mr. Kemp, M.P., fittingly proposed the toast of the "City of Montreal." "It gives me great pleasure to propose this toast, coming as I do from Toronto, a rival city. But I look upon Toronto and Montreal as two great national cities. Manufacturers are local but their industries are national. If the whole country prospers then Montreal and Toronto

prosper. I have been asked not to forget to express the gratification of the visitors for Montreal's grand reception, and particularly for this banquet." He emphasized the importance of spending money on Montreal's harbor. He coupled with this toast the name of Mayor Prefontaine, who was happy in his reply and invited the manufacturers to come again.

The banquet closed with the hurling aloft in a horizontal position several of the dignified visitors, including Messrs. R. L. Borden, and Hon. Messrs. Paterson and Fielding. Sir Wilfrid Laurier escaped.

FINISHING TOUCHES TO THE CONVENTION.

Although the meetings of the Association were over, the Executive lost no opportunity to immediately start on another year's work and on Thursday morning a conference was held with the members of the Government in the city.

Among the Ministers in attendance were the Premier, Sir Wilfrid Laurier, Hon. W. S. Fielding, Minister of Finance, and Hon. William Paterson, Minister of Customs, showing considerable interest in the somewhat lengthy discussions. The Minister of Finance showed much interest in the woollen question, and the resolution passed the previous day upon the subject.

Messrs. Paterson and Fielding discussed at length with prominent members of the committee the present condition of trade in iron and steel, and the change asked for in the tariff on oatmeal.

It is understood that the resolution with regard to the increase in the tariff on woollens will be further considered by the Government, and that when next it comes before members of the Cabinet it will be accompanied by certain trade schedules asked for by the Finance Minister and the Minister of Customs.

By the smiling faces of the members of the committee, after the conclusion of the conference, it seemed as though the manufacturers thought that the Ministers were coming over to their way of thinking on the subject.

Ex-President Ellis, in an interview after the conclusion of the conference, said:

"We have had a most satisfactory interview with the members of the Government at present in this city. In fact, I don't think our Association ever had a more pleasant conference with Ministers of the Crown. They showed the keenest interest in the matters under discussion, and seemed to thoroughly appreciate the situation. Some of the bigger subjects, such as the increase demanded on woollens, were not exhaustively discussed, owing to the impossibility of completely covering the ground in the time at our disposal. We are well satisfied, however, with the conference."

In the afternoon many members of the Canadian Manufacturers' Association visited McGill University. They also paid a visit, on special invitation, to the new Elder, Dempster & Co. steamship Lake Simcoe, then in port. Many of the manufacturing establishments were also thrown open for inspection.

FAVOR THE CASH SYSTEM.

The Kingston boot and shoe merchants held a meeting to revise their rubber list. It was decided to reduce the price of some lines and raise others. For instance, ladies' good overshoes, which last year sold for \$2 a pair, will sell this Winter at \$1.75; men's low overshoes-rubbers, \$1.45 last year, will now be \$1.25. On the other hand, two or three lines were advanced, notably men's first grade rubbers, from 90c. to \$1, as the profit on the former price was barely enough to pay freight, etc. The merchants decided to take immediate steps towards inaugurating a cash system, and it is likely this will be introduced by January. Shoes are now sold on short terms, and merchants require to turn over their stock quickly in order to get the discount for cash.



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MR. J. ROBINSON IS PRESIDENT.

THE Dominion Commercial Travellers' Association held a meeting on November 9, in its rooms in the Toronto Bank Building, Montreal. It was well attended, for the main business on hand was the nomination of officers. Mr. Thomas L. Paton, president, occupied the chair, and in a few opening remarks said that the association was in a most prosperous condition. The gross receipts during the year amounted to about \$46,000, and the expenditures to \$32,000, leaving a balance of \$14,000 to the association's credit, the largest for years.

The nomination of officers was next in order. There was only one candidate for president, Mr. James Robinson, who was elected by acclamation. In a neat little speech, Mr. Robinson, who is one of the most popular men in the association, said that it had been his pleasure to be connected with the association for several years, and in thanking the members for the compliment paid him, he assured them he would do his utmost to further the association's ends.

Nominations for vice president—Messrs. F. Birks, G. A. Harris and G. A. Mann.

For treasurer—Mr. J. S. N. Dougall (re-elected by acclamation).

For directors (five to be elected)—Messrs. E. F. Doutre, W. E. Dickson, A. Gall, R. C. Wilkins, R. G. Plaw, J. A. Thompson, F. T. Pilon, W. B. Matthews, W. H. Evans and A. Fournier.

Messrs. Riddell and Common were appointed scrutineers, and it was decided to close the poll at 5 o'clock, December 13.

The annual dinner was next considered, and it was decided to leave the selection of its date and place to a committee composed of Messrs. E. F. Doutre, J. Mann, L. O. Demers, M. Murdock, J. Croil, W. B. Giles, D. A. Lefebvre, G. Harris, C. A. Sullivan, W. J. Egan, W. H. Evans, J. Robinson, J. S. N. Dougall, A. Fournier, W. Poulliot and R. C. Wilkins.

Mr. Max Murdock gave notice of motion to be made at the annual meeting, to be held December 14, to adopt a new constitution and by-laws, which differ from the old ones only in that the age of membership is reduced from 50 years to 45 years, and the time for making an assessment is changed from 60 days to "within the current year."

Mr. Dougall, of the benevolent committee, reported the expenditure of only \$15 during the year.

Mr. G. A. Mann, of the hotel and grievance committee, reported the closing up of one hotel in Ontario for not being up to the required standard, and the suspension of three members for violation of rules. The committee was issuing a small supplement to the hotel guide, which will be a complete and up-to-date book.

Mr. Murdock, of the room committee, then made his report.

Mr. W. P. Beauchamp made a complaint on behalf of several travellers who suffered considerable inconvenience and loss of time through the discontinuance of a certain daily train on the Central Vermont road to Granby. The matter was referred to the grievance committee.

DON'T TALK HARD TIMES.

I never knew a man to be successful who was always talking about business being bad. Never allow yourself to dwell on the dark side of anything. You should refuse to

talk about depressed markets or hard times. Learn to talk up, not down. Many business men become chronic grumblers and fault-finders. Times are always hard with them. Other men get into a pessimistic rut, and never see brightness or success in anything. It is impossible for such people to prosper. Success is a delicate plant, and requires encouragement and sunshine.

Regard yourself as superior to the evils which surround you. Learn to dominate your environment, to rise above depressing influences. Look for the bright side of things, not the dark and gloomy side.

The world likes sunny, hopeful, buoyant characters; it shuns lugubrious prophets, who see only failure and disaster everywhere. The hopeful, cheerful men and women, who see success and longevity in their callings, are the ones who are sought after. It is as natural to try to avoid disagreeable, unpleasant people, as it is to try to escape from the clouds and shadows into the sunlight.—Success.

CHANGES AT VALLEYFIELD.

The Montreal Cotton Co. are now installing machinery in their new Gault Mills, which means they will soon have them in operation, thereby increasing the capacity of their Valleyfield plant by 25 per cent. The new building is, in effect, two buildings joined together by a central tower. They are built of red pressed brick, and will contain 36 432 spindles and about 900 looms. The mills are both 318 ft. long, one of them being 116 ft. and the other 102 ft. wide. They are both three storeys high, and are built on the site formerly occupied by the Buntin paper mills, at the back of the older portion of the works. A new head-race has been put in, and all the machinery will be run by water-power.

Complementary to the new building are other improvements now being made. For instance, a new boiler-house containing 14 large boilers, to be used for heating and finishing purposes, has been erected. Economical coal pits have been put in. Other features are a blower system of ventilation and an electric plant for lighting and fire protection. Almost all the machinery has been purchased in England.

AN EATON ENTERPRISE.

Says the Hamilton Herald: "Timothy Eaton, the Toronto department store man, is bringing part of his manufacturing establishment to Hamilton. It is an experiment, and if it proves successful, he intends to open a big clothing factory here. He came to Hamilton and rented James W. Simpson's warehouse on Rebecca street, where Mr. Simpson, who is retiring from business on account of ill-health, has carried on a woollen business for years. The reason for this step is that, although Mr. Eaton has some 4,000 hands employed in making clothing, yet he is 700 orders behind in his ordered goods department. He can't get the work done in his own city, and he is going to try to get control of as many shops that have been making clothing for the local firms here as possible. For the present the Simpson warehouse will simply be used as a distributing place. The cloth will be cut in Toronto and sent here to be divided among the shops."

Increase of business has compelled Messrs. John Murphy & Co., corner of St. Catherine and Metcalfe streets, Montreal, to enlarge their premises. They have purchased the building on the east side of their present premises, which has heretofore been used as a store where sporting goods were sold, thus taking in that entire lot.

A SNAP

PURE DOWN CUSHION

18-inch Fancy Frilled.

\$6.15 doz.

We have several thousand yards of choice down proof cambric, printed in good designs and colors.

This cloth was bought for our Down Quilt trade, but was not suitably finished, so we are making it up into cushions filled with pure Down and will sell them in unbroken dozens at the above price while they last. ❀ ❀ ❀ ❀ ❀ ❀ ❀

THE ALASKA FEATHER & DOWN CO , Limited
Montreal.

Suppose You Write Us.

OUR PLAN SAVES DRY GOODS MEN MONEY.



If you have any dress goods or feathers in unsalable colors, write us about them. Then we will send information concerning our skilled methods of dyeing dress fabrics, ribbons, feathers and plumes of most any kind.

There is no money in holding unsalable stocks—it is a steady loss of money the longer you hold such goods.

We are dyeing this class of goods for hundreds of live dry goods men and milliners in all parts of the country. They do not carry unsalable stocks. We help them not to. They do not lose money on stocks. We help to make their stock perfectly salable.

All necessary information we are ready to furnish dry goods men at any time, and what we have done for so many others is the best recommendation of the satisfaction we are sure we can give a new customer.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works,
787-791 Yonge Street.

TORONTO.

MONTREAL BRANCH : 1958 Notre Dame Street.

Hints for Cleaning Laces.

MESSRS. Kyle, Cheesbrough & Co., who are probably the largest dealers in laces in Canada, have kindly contributed the following valuable information, which will be of interest to both sellers and users of these delicate and easily soiled materials:

OUR METHODS OF CLEANING LACE.

"How shall I clean my lace?" In answer to constant inquiries, here are some methods used successfully. It must be remembered that no matter what the process of cleaning may be, three things are necessary to success; care, patience and time. With these three things a good lace may be made to look as well as when new. While it would not pay one to follow the same method with common as with fine laces, still it always pays to do a thing properly. The reader will use her own judgment in selecting the method for her special kind of lace.

CLEANING COMMON LACES.—Make the suds as for fine laces and let the lace soak in this for 10 hours or more; then rub gently between the palms of the hands. Wash in a second suds in the same manner, then rinse until the water is clear. If the lace is to be tinted, do it now, then starch. Have a flannel tacked tightly on a board; spread the lace on this and pin to the flannel. Be sure that the lace is drawn out properly and that each point is fastened to the flannel with a pin. Or, the wet lace may be drawn out perfectly smooth, covered with a piece of cheesecloth, and ironed with a moderately hot iron until quite dry.

DRY-CLEANING LACES.—Put the laces in a bowl and cover with naphtha. Let them soak for an hour, then wash by sopping and rubbing between the palms of the hands. Rinse the lace in a second bowl of naphtha, then pull it into shape. The texture of the lace is not changed in the least by this method of cleaning. If you want to stiffen it dip it in a thin solution of gum-arabic, pin it to a covered board and let it dry. There must be neither fire nor light in the room when the lace is being washed with the naphtha, and the windows must be open.

STARCH FOR LACES.—Mix one teaspoonful of starch with two teaspoonfuls of cold water and pour on this one pint of boiling water. Place on the fire and add one fourth of a teaspoonful of sugar, and one fourth of a teaspoonful of gum-arabic which has been soaked in one tablespoonful of cold water. Boil for five minutes, stirring all the while. Strain through cheesecloth. For laces in which only a suggestion of starch is desired double the quantity of water. For heavy laces that are required to be rather stiff use only half the quantity of water.

TINTING LACE.—To give thread lace a soft, old look, pass it through water that has been slightly blued and to which has been added a little black ink—one drop of ink for every half pint of water. For an ecru tint use tea, coffee or saffron. Make the tinting fluid fairly strong and try a corner of the lace in it; if too strong add water. Tea is the most satisfactory agent, but it does not give as yellow a tint as coffee or saffron.

GUM-ARABIC STARCH.—Made by putting one-fourth of an ounce of the best white gum-arabic in a cup or wide-mouthed

bottle with one gill of cold water. Let it soak for two or three hours, then place in a basin of cold water and put on the fire to dissolve. Stir frequently; strain through cheesecloth. This makes a very stiff starch. For articles that need to be only slightly stiffened a quart of water or even more may be added to the dissolved gum-arabic.

CLEANING LACE WITH ABSORBENTS.—Mix together equal quantities of cream of tartar, magnesia and powdered French chalk. Spread the lace on a piece of cloth and sprinkle it thickly with the mixture and roll up. Let the lace lie in this for a week or ten days, then shake off the cleaning mixture. With a soft clean cloth wipe the lace. This method will only answer for laces that are not much soiled.

WASHING FINE LACES.—Have a strip of flannel, on which baste the lace, using care to have every point basted down smoothly. Make a strong suds with white soap and water. Dissolve one teaspoonful of borax in half a pint of boiling water, and add to it two quarts of the suds. When this liquid is tepid lay the lace in it and let it soak for 10 hours or more. Then sop and squeeze the flannel, but do the work carefully and gently; then squeeze out all the suds and drop the flannel in a bowl of hot suds. Work gently in this water. Now rinse in fresh water until the water looks clear. Finally starch and squeeze as dry as possible. Tack the flannel on a clean board, drawing it very tight in all directions. See that every part of the lace lies smooth and that all the meshes are open. When dry cut the basting threads and draw them out very gently. The lace may be tinted in the last rinsing water if the dead white is not liked. If the lace is point, or any of the laces with raised designs, it will be necessary to lift the raised work with a small, pointed instrument; a toothpick may be used.

MR. BURTON'S POINTED CRITICISMS.

Mr. P. H. Burton, of the Merchants Dyeing and Finishing Co., Toronto, writes as follows to The London Drapers' Record: "I notice that your Manchester correspondent says that there is a feeling growing in Canada against the preferential tariff. The feeling is against the frauds that are possible under it of passing off foreign goods as British, and not against the preference itself. Our efforts, however, to prefer British goods are not seconded by many British producers—notably, the Calico Printers' Association. They deserve the present great depreciation of their stock. There are 60 concerns in the combine, and not one of them has taken up the printing of flannels.

"You can go to an Alsace concern and get a printed all-wool flannel, a printed all-wool delaine, a printed half wool delaine, a printed muslin, organdie, or calico as you may wish, or as fashion demands, but the 60 concerns in the combine still want to stick to the same classes of fabrics they have done for generations, or demand unreasonable quantities to take up other cloths. The Alsace printer will give you 100 metres to a color, or even 50 metres on payment of ½d. metre more. The Manchester printer wants 300 to 400 yards or nothing; sometimes he will take 250.

"The American is also in evidence in Canada. We can buy the fabric that is in demand, whether calico, muslin, organdie, dimity, or flannelettes—splendid styles—pay the full duty, 35 per cent., get assorted cases, and sell them against British goods paying 35 per cent.—⅓ = 23⅓ per cent. duty, and make money on them, but I suppose the C.P.A. will muddle through somehow."

Facts of Importance to the Progressive Drygoodsman.

The New Idea Pattern

—IS—

THE BEST PAPER PATTERN
AND THE LOWEST PRICED.

The Most Reliable
The Simplest
The Most Adaptable
The Most Stylish
Fashionable up-to-date
pattern on the market.

THE SECRET OF OUR SUCCESS

LIES IN THE FACT

that no expense is spared in the production of our patterns. We strive to make our Fashion Sheets the most attractive. Our terms are the most liberal. Our methods are honest and straightforward.

We make the interest of our agents our own.

Suggestions are welcomed.

Complaints or errors immediately considered and justly settled.

WE CLAIM THAT OUR PATTERN IS

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YOU CAN MAKE, AND

WE CAN PROVE IT

IF YOU WILL WRITE US.
A POST CARD WILL DO.

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, DECEMBER, 1901.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

OUTLOOK FOR SPRING TRADE.

PROSPECTS for an unusually good Spring trade are reported bright by all, even the most pessimistic men cheering up over the encouraging outlook.

There is no doubt that the country is in a prosperous condition. The splendid wheat crops of Manitoba and the Northwest, the profits for which are to a great extent already in the pockets of the people, the iron industries of Nova Scotia, the good apple crop of the Maritime Provinces, the generally good crop of hay and the high prices being received for live stock throughout the country all combine to increase the merchant's confidence in the Spring season's business.

Fall business has been very good, stocks are reported to be in good shape throughout the country and the Spring orders are larger than usual. Travellers say that all over they find merchants in good spirits over the present business as well as the prospects for Spring trade.

It is now several weeks since they have been on the road with some lines of Spring goods, and in most of these lines, particularly carpets, woollens and prints, the orders are con-

siderably ahead of former years. In prints, some houses report an increase of 50 per cent. over this date of last year.

In dress goods, hosiery and underwear, which travellers are now showing, there is also an increase over last year's orders.

Though payments last year were among the very best, yet they are still better—in fact, very much better—this year, and there are fewer failures reported.

So that from a business point of view everything indicates continued prosperity and success, and there is not the smallest cloud in sight.

CHARGES AGAINST CANADIAN HONESTY.

THERE is an appreciative article in The London Drapers' Record of recent date, in regard to the action of Canada in respect to insolvency. It recognizes that, although we have not passed a Federal law, we have Provincial enactments, which in some cases are very creditable as far as they go.

Perhaps some English merchants have not been aware that we had these Provincial laws. Of course, they are not perfectly satisfactory and, seeing that the Provincial power to pass laws on this subject is limited, they can never be perfectly satisfactory. However, there they are, and Canada ought to get credit for them.

We are glad to notice this article, because, in the columns of some of our English contemporaries, we have from time to time noticed grossly unfair statements regarding individual cases of insolvency in Canada. These statements were apparently made by persons without much responsibility and not by the editors of the papers themselves.

One would often think from the kind of comment employed that Canada was a community of swindlers and that no failure was ever an honest one. Nothing could be farther from the truth. We believe that commercially this is as honest a community as any in the world and that it compares favorably with Great Britain herself in this respect.

No good is done by these ill-natured and prejudiced charges against the mercantile honesty of this country and we are glad to quote the following from The Drapers' Record as one evidence of English opinion:—

It is thus apparent that, although there is no uniform Canadian bankruptcy law, the Provincial Legislatures are doing their best to atone for this omission. This fact must not be lost sight of by the trading community on this side of the water. Nor must it be assumed that, because there have been from time to time bad Canadian insolvencies, involving considerable undeserved loss to European creditors, a similar absence of equity in the distributions of assets governs the general administration of bankrupt estates in Canada. We willingly admit that this is not the case, and we as willingly recognize the cordial desire so practically manifested by the Canadian people to draw tighter the bonds that unite them to the Mother Country. There is abundant proof that this desire is heartily reciprocated, not only by British traders, but by the British people. And it is because we most earnestly wish for the maintenance of these friendly and reciprocally beneficial relations that we have felt it our duty to urge upon Canadian statesmen the necessity of removing by legislation the one serious grievance of which British exporters to Canada complain. For there is no denying that, despite all efforts—Provincial or otherwise—to mitigate it, the absence of a uniform bankruptcy law throughout the Dominion does amount to a grievance of very real and very considerable proportions.

BUSINESS MEN AND POLITICS.

HAVE our readers noticed the remarkable speech of Lord Rosebery on Governments and business men? It bears out so completely what has often been said in these columns, that we publish a report of it elsewhere in this issue. It is curious that every onlooker in politics—all the more if he has been an active politician himself—becomes weary and impatient of the way in which the men in power fumble and fool away the time, interests and money of the people, whose trustees they are.

Lord Rosebery says he would like to see a Government of business men. So would we. To hear such sentiments from a former British Prime Minister, a member of the House of Lords, a man whose rank and wealth free him from the suspicion of being actuated by personal motives, is really refreshing :

I have sometimes wished to see a Cabinet formed in which no politician should be permitted. I should like to see constituted for a year a Government in which, perhaps, no member of any existing or former Government should be included. I would compose it entirely of business men.

If a trade journal said this you might allege partiality or prejudice on its part. If a merchant said it, you would be apt to say that his merits were not being properly recognized by political friends.

How, then, can you explain Lord Rosebery's line of argument? He has filled the highest office in the State, has immense wealth, all the political prominence he wants is his. He is as unprejudiced as a man can be. Yet he, too, is dissatisfied with public administration, says we don't get value for our money, that too much money is spent, and too many important matters left undone.

Now, England is better administered than other countries. If these charges can be made against her Government, what can we say of ours? The plan for business men to follow is to "turn down" the professional politicians every chance they get, and change Governments as often as convenient.

FACE VALUE OF OUR COINS.

THERE is a good deal in what a contemporary says about the wisdom of the Imperial and Colonial authorities going into conference on the question of an Imperial coinage.

"Australia," it says, "is about to establish a coinage of her own. It is to be hoped advantage will be taken of this event to consider the whole coinage question, with a view to the establishment of a coinage that will be uniform throughout the Empire. The cumbersome method of computing in pounds, shillings and pence must eventually give place to the decimal system, and the sooner the change takes place the better. It has been proposed that the pound should be divided into tenths, hundredths and thousandths. This would give an Imperial coinage on the decimal system, and it would establish uniformity throughout the Empire, if Canada and

the other colonies were to adopt it. But if we are going to have uniformity of coinage, why not extend its scope and make it harmonize with the coinage of the United States and other countries which use the dollars and cents system? If we are to have the decimal system, why not make the change complete at one jump and adopt the dollar as the unit of value? The business between the United States and the United Kingdom is a great deal larger than that between the latter and all her colonies combined, and if uniformity is desirable within the Empire it is equally desirable between the Empire and the countries with whom it does business."

There is good business in these suggestions. But what if your neighbours won't accept your coins at their face value? Perhaps it is hardly fair to single out the United States in this matter, because every country discourages the coins of the foreigner. Each wants the profits on its own circulation.

Yet, many complaints are made that Canadian silver—which is intrinsically more valuable than American—is refused across the border. Would Imperial silver stand any better chance?

The subject, of course, ought to be discussed.

A CASE FOR CANADIAN WOOLLENS.

MR. R. STEVENSON, writing to The Montreal Witness regarding an article in that paper on the Canadian woollen industry, denies that the woollen manufacturers are asking for a 50 per cent. increase over the present duties. They ask for one of from 23½ to 30 per cent. net.

He also shows that the machinery in our woollen mills is not out of date, but has been continually renewed, and is of the most modern and improved type. The woollen men, he says, are only too anxious to have this proved by an inspection of their factories, conducted by the Government.

He shows that the United States woollen mills, with a protective tariff of 80 per cent. at the lowest, are in an entirely different position to Canadian mills, which receive only 23½ per cent. protection.

Mr. Stevenson quotes from The Textile World, which says that "the per capita value of woollen goods imported yearly into Canada is more than ten times as large as imports of woollens into the United States. These heavy importations are ruining Canadian woollen mills. * * * Our imports of woollen goods at the Canadian rate per capita would amount to \$143,640,000 per year. At high-water mark under the Wilson tariff law, our woollen imports reached but \$49,740,000, and yet, as a result, the industry was prostrate. * * * How long could our woollen mills stand such an avalanche of foreign goods as is now burying the industry in Canada?"

He concludes that the reason why the United States woollen mills flourish is not, as The Witness had implied, on account of their good management or their more modern machinery, but because they were sufficiently protected by the tariff, while Canadian mills were not. Mr. Stevenson has made out a good case in a telling manner.

UNFAIR COMPETITION.

NEARLY every merchant has to complain of severe and unnecessary competition, mostly from people who should not be in business at all. This kind of competition is hard to do away with, because no matter how often a man fails he gets goods and starts again.

Now, in England, where they have a good bankruptcy law, these things are regulated. The other day an insolvent man applied for a discharge. It was shown that his liabilities were \$4,500 and that there were no assets whatever. He had started three years ago in partnership with his wife, the joint capital being about \$1,000, of which his wife provided \$750 and he \$250.

The business was not successful and things went from bad to worse. It was shown that after his financial position became critical he continued to trade and contract debts. The case, on the whole, was one of misfortune, but at the same time it must have subjected many an honest merchant to unfair competition.

The court in dealing with the case decided that there had been three offences against the law; first, insufficiency of assets, imperfect bookkeeping and trading with knowledge of insolvency. The application for discharge was thereupon suspended for two years as a punishment for the way in which the business had been carried on.

It will be seen, therefore, how they do these things in England, and how easy it would be to have a law in this country, which, without being oppressive, could do something to diminish unfair competition.

BENEFITS OF A BANKRUPTCY LAW.

WE in this country, who are talking about a national insolvency law, cannot do better than to keep an eye on the experience of the United States in this matter. They have had a national bankruptcy law for three years, and while some complaints of it are made—as indeed some complaints will be made of every law—the general consensus of opinion amongst merchants is that the Act has fulfilled a good purpose.

Amongst its good features are: 1. That it has put an end to fake confessions of judgment and other means by which one creditor gets ahead of another; 2. It has made preference to one creditor over another well nigh impossible; 3. The winding up of estates has been given to trustees chosen by the creditors, rather than by the failing debtor; 4. Dividends from insolvent estates have increased and the expenses of winding them up reduced to a minimum; 5. The law has made credit, as a rule, more secure without contracting it.

These are the opinions of those who have amendments to propose, and not those who think the law is perfect. They are, therefore, not persons who were unduly prejudiced in favor of the law.

At the same time they say a national bankruptcy law is away ahead of State or Provincial jurisdiction, such as we have

in Canada, and we cannot doubt that if the Dominion Parliament were to give us a well-thought-out enactment on insolvency the trade would be greatly the better for it.

A TRADE CATALOGUE NUISANCE.

THEY have been exercised to some extent in Manitoba over "trade catalogues."

It appears that St. Paul and Minneapolis firms have been in the habit of mailing price lists to Manitoba people for the purpose of catching holiday business. Recently a lot of this mail matter was detained at Winnipeg, pending an investigation into the question of whether it is dutiable or not. The advocates of the St. Paul firms jumped to the conclusion that it was held until orders had been placed for Christmas business, and thus the Canadian efforts of the St. Paul people would be of no effect.

The Customs authorities at Winnipeg have thrown some light on the affair. They point out that trade catalogues addressed to merchants are admitted to Canada free of duty. Those seized, however, were not considered trade catalogues in the strict sense of the Departmental rule, as they are addressed promiscuously to merchants, householders and the public generally. An investigation is being held, and the catalogues will be held until they are proven to be "trade," or until the duty is paid on them. As far as the insinuation that the catalogues are detained in order that competition for the holiday trade may be averted, the Customs people are actuated by no such motives.

SELLING DIRECT.

In a recent issue The Shareholder intimates that the Kingston Hosiery Co. has abandoned its policy of selling direct to the retail trade, and comments upon it as follows: "It will be remembered that in February last this company addressed a circular to the wholesale houses with which it had been doing business, announcing that it had decided to deal direct with the retail dealers, being compelled to adopt this course owing to the keen competition among manufacturers of knitted goods, this competition being keener than usual, owing to the late reduction in duty on imported goods, making it possible for large quantities of knitted goods to be imported. The company referred to, which is engaged in the manufacture of all kinds of ladies' and gentlemen's knitted goods, has given the change in its method of selling its manufactures a trial of eight months, and at the end of that it has come to the conclusion that the former method was the better one, and has returned to it."

We have no confirmation of the above information, which, however, may, at the end of the year for which the arrangement was made, turn out to be quite true. If so, the trade will be able to get some practical and valuable light on a question that has given rise to much discussion. Eight months, of course, is too short a period for very conclusive argument, but any light on the subject is desirable.



*** This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

What Makes Ads. Interesting.

Many of us know just what we want, but many just simply feel a great yearning, indefinite want and some learn that they didn't want what they thought they did, and find that other people have anticipated their real wants better than themselves. And that is just what makes the advertisements of our newspapers and magazines so interesting.

* * *

Reading the Papers.

The great majority read newspapers just as a humming bird sips the honey of the wintergreen. The eye strikes the headline on the upper left-hand corner, pauses there for a moment, then flits over to the second column. After resting there for an instant, it flashes over the whole page, flies away, scans the horizon, and alights upon the second page, which has been hastily turned over. Here the same method, or lack of it, is pursued, and so it goes on all over the paper. When the job is finished some honey has been gathered, so that one may say, "Yes, I have read the papers," and at night in the family circle the good is discussed and the bad forgotten.

As it is in news reading so it is in ads. The first impression is most important. Hence it is, that more attention should be

paid to the matter of catchy and effective headlines. A dry goods advertiser could not do better in this particular than study closely the principle of newspaper headlining. Take some of the leading New York dailies, or, in Canada, the Toronto and Montreal papers. Study their headlines. Note how they are constructed, first to attract attention, second to epitomize the news story. Many a story has been made or marred by good or bad headlining. It's almost an art in itself. It implies an ability to seize the salient points in the article, condensing same in a few pithy pointed words.

Advertisers, important as your bargain news may be, see to it that the headlines drawing attention thereto be bright and snappy. It's half the battle. With such, your ad's. chances of perusal are enhanced a hundredfold.

* * *

A Poster Window.

At this time when the rage of posters is running so high, a very taking advertisement for a merchant would be a window display entirely of poster figures.

This could best be arranged by studying the posters, which are to be seen at the bookstores or newsdealers—magazines

OUR SHOE "ADV." ROLL OF HONOR.

The Girls and Boys listed here wrote very creditable "adv." in our our Shoe Adv. Contest, but were not awarded prizes by the judges. To show that we were pleased with the efforts of these forty-nine children, we have sent each a letter, in which we showed our appreciation in a substantial manner:

Pearl Day, Millburn Public School, Taylor st., Millburn, N.J.
Queenie V. Leary, 172 Glen Ridge ave., Montclair, N.J.
Bessie E. Lynch, 18 Oriental st., city.
Marjorie Courter, Avon-by-the-Sea, N.J.
Daisy Geimer, 99 Houston st., city.
Grace Connelly, care Thos. Connelly, Mayor, Vailsburgh, N.J.
Lillie Geimer, 99 Houston st., city.
Elizabeth Sheppard, 127 North Park st., East Orange, N.J.
Fannie Hertz, care Chestnut Street School, city.
Hannah Dudley Burchan, 65 S. Arlington ave., East Orange, N.J.
Rose Harris, 45 Providence st., city.
Minnie Sanders, Bosking Ridge, N.J.
Florence Wolf, 363 18th ave., city.
Josephine Simon, 171 Sussex ave., city.

Eleanor Gladys Gardinor, 503 Clinton ave., city.
Florence Dooner, 249 Fifth ave., city.
Mamie E. Smith, 39 Halsey st., city.
Florence Hummet, 667 Springfield ave., city.
Edna Wade, 116 North 19 h st., East Orange, N.J.
Grace Higgins, 11 South Seventh st., city.
Annie Houston, East Park st., Chatham, N.J.
Eva Claire Booraem, 301 Orange st., city.
Mary Dunworth, 61 Newark st., city.
Florence Pearce, 141 South Orange ave., city.
Winnie Cohn, 143½ Pennsylvanna ave., city.
Gertrude Dooner, 249 Fifty ave., city.
Frank Wolverson, 30 Spring st., East Orange, N.J.
Bernard J. Quinn, 101 Cutler st., city.
Raymond G. Wolverson, 30 Spring st., East Orange, N.J.
Milton Maybaum, 633 South 12th st., city.
George Cavanaugh, Lorraine, N.J.
George Hoffman, 44½ North Third st., city.

Harry T. Houston, East Park st., Chatham, N.J.
Irving Livingston, P. O. Box 136, Millburn, N.J.
Cyrus L. Belden, 55 Ellsbemius ave., Arlington, N.J.
Ralph Davenport, 7 Somerset st., city.
Eddie Amburg, 69½ Washington st., Harrison, N.J.
Arthur Sanders, 519 12th ave., city.
Andrew Davis, 207 South Forth st., Harrison, N.J.
Joseph C. Summers, 98 Lock st., city.
Norman Charlton Gardinor, 508 Clinton ave., city.
Harry Hageman, 46 Winthrop st., city.
Arthur Hartman, 155 Fifth st., city.
Holmes Victor Miller, 19 Washington ave., city.
Willard Elmendorf, 114 Second st., South Orange, N.J.
Joseph Well, 173 Sussex ave., city.
Ernest Myll, 149 Seventh ave., city.
Howard Smith, 21 New st., Belleville, N.J.
Albert L. Kirkland, 27 Plum st., city.
William Dalzell, 44 Hecker st., city.

L. S. PLAUT & CO., 707 to 721 Broad Street, Newark.

A splendid idea, this. What a great number of boys and girls must have become interested in that shoe department through that contest! Results, we are informed, exceeded all expectations. The children's shoe department received quite an impetus therefrom.

DEBENHAM, CALDECOTT & CO.

SILKS

OUR
SPECIALTY

SILKS

There's no argument so conclusive as
doing **BEST** what many do well.

Special Lines in
Stock at . . .

TORONTO

77 York Street.

LOUISINE SILKS
BRITISH SILKS
TAFFETA SILKS
PEAU DE SOIE SILKS

FRENCH FLANNELS
DUCHESS SATINS
RIBBONS, GAUZES
VELVETS

DEBENHAM & FREEBODY, LONDON, ENGLAND

LONDON
PARIS
NEW YORK

BRUSSELS
LYONS
ST. ETIENNE

MANCHESTER
LIVERPOOL
DUBLIN

MELBOURNE
SYDNEY
CAPE TOWN

The Colonial
Bleaching and Printing Co.
Limited
MONTREAL

MERCERIZED SATEENS

AND NEW SUMMER
WASH GOODS

FOR DECEMBER DELIVERY

GOOD ADVERTISING—Continued.

and book announcements using the posters extensively as a means of advertising. Newspapers are also adopting the posters as a means of announcing special features.

Of course, the figures used must be dressed in strict poster style, with broad, startling colors and an effective background. The positions of the figures should also be as striking as possible. The object of the poster is to attract and hold the attention by its startling drawing and color. It should not, however, be grotesque. The character of the window would have to be determined by the class of goods to be advertised by it, and here the originality of the window-drafter would have to be exercised. Among the great variety of posters now

to be seen it would not be difficult to find one which could be adapted to almost any kind of goods.

But further than to throw out this general suggestion would be beyond our province. And were it not, we should not be capable to make practical suggestions as to its execution. THE REVIEW'S very able window expert however, would doubtless be pleased to supply such pointers upon request, and to a more capable man in his specialty you cannot apply.

* * *

**Perambulating
Electric Signs.**

The transparencies are about three feet high and two feet wide, and the outside is covered with advertisements.

Electric transparencies carried about by ex-sandwichmen for advertising purposes are getting quite common in American cities.

Three-Hour Sales Thursday—Every Item a Money-Saver.

THE BROADWAY DEPARTMENT STORE

These Goods go on Sale Promptly at the Stroke of the Hour. Sales Close as Promptly as They Begin

**On Sale From
8 to 11 A.M.**

Coats' Cotton

The celebrated Coats' darning cotton; all colors, including black. Special for these hours only, per spool ... **1c**

Window Shades

Size 3x6 feet; on good spring rollers; with fixtures complete; good assortment of colors; cheap at 25c. Special for these hours only, ... **19c**

Boys' Shoes

Made of good satin calf-kid tops; coin toes with tips; extension sole; solid leather throughout; sizes 2½ to 5½; cheap at \$1.25. Special for these hours only, per pair ... **70c**

Ovens

Made of best sheet steel; lined throughout; suitable for gas, gasoline or oil stoves. Special for these hours only ... **\$1.19**

Boys' Pants

Made of good strong cheviot; good colors; all sizes; worth 25c. Special for these hours only, per pair ... **12½c**

Waist Materials

Fancy flannels in Roman stripes and Persian figures; new and stylish; worth 75c. Special for these hours only, per yard ... **39c**

Men's Socks

Black or tan; seamless; guaranteed stainless double heel and toe; regular 10c. ones. Special for these hours only, per pair ... **6c**

Jackets and Waists

Odds and ends of white lawn shirt waists and women's linen crash summer jackets; also children's white lawn aprons; garments in the lot worth up to \$1.00. Special for these hours, if they last, each ... **15c**

**On Sale From
11 A.M. to 2 P.M.**

Colored Crepon

Handsome novelty goods for suits and skirts, two-toned effects; cheap at 98c. For these hours only, per yard ... **44c**

Mercerized Skirting

Plain black and fancy stripes, 36-in wide; worth 15c. Special for these hours only, per yard ... **7c**

White Shirts

Made of good strong muslin, union linen bosoms, felled seams, continuous facings, all sizes for men; worth 45c. Special for these hours only ... **25c**

Suits and Skirts

Linon skirts, shirt-waist suits and white duck skirts for women, broken lines; values up to \$1.50. Special for these hours only, per suit ... **75c**

Wash Veils

1 yard long, pretty flowered effects, good value at 25c. Special for these hours only, each ... **12½c**

Boys Caps

Large variety of patterns; good colors; worth 25c. Special for these hours only, each ... **12½c**

Cups and Saucers

Set of six good white tea cups and saucers. Special for these hours only, per set ... **39c**

Women's Slippers

Made of fine soft kid; hand-turned soles; some with strap, some opera cut; good values at \$1.50. Special for these hours only, per pair ... **69c**

Laundry Soap

Good standard make; large bars. Special for these hours only, 20 bars ... **25c**

Pillow Cord

Mercerized cotton or silk; plain colors; worth 12½c; limited quantities. These hours only, per yard ... **5c**

**On Sale From
2 P.M. to 5 P.M.**

Mason's Fruit Jars

Best jar made; machine-blown, half-gallon size. These hours only, per dozen ... **69c**

Men's Shoes

Made of good satin calf, kid tops, elastic sides, good shape, cheap at \$1.50. Special for these hours only, per pair ... **89c**

Men's Pants

Made of good cheviot, all sizes up to 40 waist and 35 inches long. Cheap at \$1.50. Special for these hours only, per pair ... **88c**

Satine Petticoats

Assorted colors, plain ruffled flounces, some accordion plaited; values up to \$2.00. Special for these hours only ... **98c**

Windsor Ties

All silk, suitable for boys, girls or women; good colors; cheap at 15c. Special at these hours only, each ... **7c**

Pedestrian Suitings

54 inches wide; splendid range of colors; worth 75c. Special for these hours only, per yard ... **57½c**

Satin Striped Moreen

Black grounds with colored stripes, rich colorings, worth 98c. Special for these hours only, per yard ... **39c**

Youths' Suits

Good wool suits for young men; ages 14 to 20 years; values up to \$6.50. Special for these hours only, per suit ... **\$2 50**

Satinette Powder

Good rice powder, highly perfumed; all colors; worth 15c. Special for these hours only ... **6½c**

Mennen's Powder

25c. can Mennen's borated talcum powder; Special for these hours only ... **11c**

Straw Sombreros

For children; made of good strong straw braid; good assortment of colors; regular price 25c. Special for these hours only ... **12½c**

ALL-DAY ITEM

Narrow Valenciennes Lace—good patterns, ½-inch wide, 12-yard bolts; good value at 25c. Thursday, all day, per bolt ... **10c**

ALL-DAY ITEM

Women's Percale Wrappers—good colors, well made, separate waist lining; worth 75c. Special for Thursday only, ea ... **37½c**

Christmas Novelties.



White Silk Handkerchiefs.....	\$ 1.25 to \$11.00 per doz.
Initial Silk Handkerchiefs.....	2.25 to 8.50 “
Colored Silk Handkerchiefs.....	2.25 to 6.50 “
Silk Mufflers.....	6.50 to 15.00 “
Silk Piano Drapes.....	.95 to 3.00 each
Silk Mantle Drapes.....	1.25 to 3.25 “
Satin Cushion Tops, Embroidered.....	18.00 per doz.

COMPLETE ASSORTMENTS IN STOCK.

K. ISHIKAWA & CO.

24 Wellington St. West

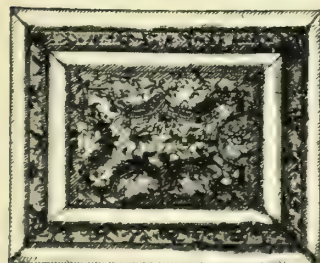
TORONTO.

Down Comforters

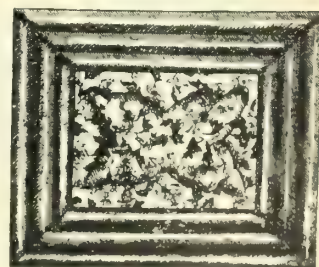
IN SATIN, SILK, and FINE SATEEN

MADE WITH FANCY PANELS AND BORDER.

No 9 Style.



No. 10 Style.



Fancy Satin, Silk and Sateen Cushions and Cosies. Beautiful new art designs in all the above. Sample Books and quotations on application. Full range White Cushions and Cosies.

The Toronto Feather & Down Co., Limited

74 King Street West, TORONTO.

GOOD ADVERTISING—Continued.

Within are incandescent electric lights in red, blue, green and white globes. A storage battery strapped about the waist of the bearer furnishes the illumination, and as he walks along he alternately turns on and off the lights, the result being a novel effect of rapidly-changing colors, thus fulfilling the purpose, that of attracting attention.

* * *

Browning·King·&·Co

Clothiers, Hatters and Outfitters



The largest and handsomest Clothing and Outfitting Store in this city was opened on Saturday.

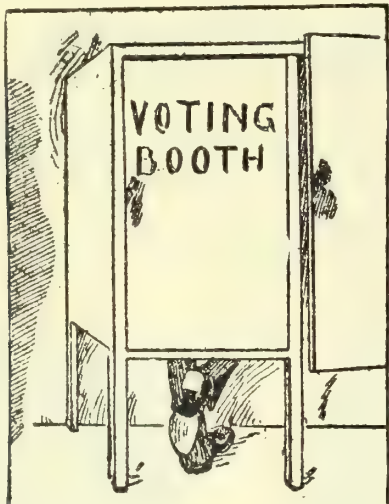
It invites YOUR particular attention TO-DAY.

Cooper Square, West

Nearly Opposite Cooper Union

This makes a very effective style of ad. especially when near reading matter. This particular ad., of course, is quite commonplace, apart from setting, and is reproduced only to give an idea of the typographical effect. No better style could be adopted by a clothier or any small advertiser. The middle panel, however, should contain some snappy news, preferably set in small pica lower case.

* * *



Undecided?

No reason for hesitancy here; never too late to change your mind and get other ballots.

Good clothes, shoes, hats and furnishings our candidates.

Our three balloting places close at 1 o'clock.

ROGERS, PEET & COMPANY.

258 Broadway, cor Warren,
and 7 and 9 Warren St.
569 Broadway, cor. Prince.
1260 Broadway, cor. 32d,
and 54 West 33d St.

We fill orders
by mail.

An election-time ad. worth making a note of.

AD. INTRODUCTORIES.

FOR USE OF "REVIEW" READERS.

Is it queer that no one else can
draw such crowds?

Distinguished arrivals just out of the
Customs House await your coming.

Cloaks, Suits, Costumes.

A hill looks big till you see a mountain.
We've offered bargains before, but
what do you think of these?

Magnitude Means Mastery.

That is, if other conditions are right. Growth is proof. Continued growth is cumulative proof. —Years of getting bigger and bigger —no stop, no lag; just growing, growing, growing.

Looking out for YOUR interests, you see, has been looking out for our own.

Don't pay for a name.

Don't pay for a name when you buy a sewing machine. Pay only for workmanship, quality, easiness of running, and up-to-date-ness of mechanism.

You know what you'd have to pay for the standard makes—we mean those sold through agencies and solicitors.

Very well; but do you know what WE can sell you just as good a one for? Half their price? Yes, and less. Our way means that between maker and you there is only one profit. No costly agencies and agents' commissions—nor no instalment losses for cash buyers to make up. Test it.

Why not use Transfer Slips?

It's the quickest and most convenient way to shop. First counter you stop at gives slip for the asking. When you make a purchase it's entered on slip; keep on as long as you please—each article is whisked to the transfer desk quicker than you could get there, and when you're through you can pay last one who waits on you, getting all your goods at once, or giving orders for delivery.

No waiting for change. No bundles to bother you. Comfortable. Perfect.

SAMPLES OF

"Maritime" Wrappers

In

Percalé and Muslin

FOR NEXT SEASON.

are now being shown to the trade. They are unexcelled.

THE

Maritime Wrapper Co.

Limited

Ontario and Montreal Agent:

J. H. PARKHILL,

207 McKinnon Bldg., Toronto

WOODSTOCK, N.B.

Perrin's Gloves



ARE THE BEST

FOR

Fit, Finish and Durability.

COMPLETE STOCK ON HAND.

PERRIN FRERES & CIE

5 Victoria Square, MONTREAL.

"Indispensable for the Open-Air Girl"

"THE DAILY NEWS" SAYS:

"The Shopper who knows her business will inquire if the stuffs are '**PIRLE**' Finished, knowing what a difference this makes, not only in the appearance of the Fabrics, but in their durability."



Registered Trade Mark No. 236666.

MADGE, IN "TRUTH" SAYS:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the '**PIRLE**' stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

To be obtained from the Leading Importers
or full particulars from

E. Ripley & Son, Ltd., 100c. Queen Victoria Street, London, E.C.

GOOD ADVERTISING—Continued.

Even the
Undertaker
Advertises.

An Elmira, N.Y., paper tells about an up-to-date undertaker in that city who is credited with an advertising device that is at least suggestive.

This undertaker is presenting his friends with a celluloid pin cushion made in the shape of a heart, the front of which is adorned with an excellent likeness of himself, and bears these fateful words: "When your heart stops beating, send for me."

Next !

* * *

A Straight Ticket.	A Straight Ticket.	A Straight Ticket.
MEN'S.	YOUTHS'.	HATS.
Sack Suits, \$12 to \$30. D.B. Frock Coats and Vests, \$22 to \$40. Dress Suits, \$28, \$30 and \$38. Overcoats, \$12 to \$45. Top-Coats, \$10 to \$35. Trousers, \$4 to \$9. Rain Coats, \$7.50 to \$25. Custom Suits, \$35 to \$60. Custom Overcoats, \$35 to \$75. Custom Trousers, \$10 to \$15.	Sack Suits, \$10 to \$22. Tuxedo Suits, \$18 to \$26. Overcoats, \$10 to \$20. Trousers, \$5 to \$7. CHILDREN'S. Sailor Suits, \$5 to \$9. D. P. Suits, \$4 to \$9. Vest Suits, \$5 to \$10. Tuxedo Suits, * \$14 to \$15. Overcoats, \$5 to \$10.	Derbys, \$2 and \$3. Soft Hats, \$2 and \$3. Silk Hats, \$5 and \$6. Opera Hats, \$7.00. Tuxedo Hats, \$3.00. FURNISHINGS. Gloves, \$1 to \$2.25. Neckwear, 50c. to \$2.50. Underwear, \$1 to \$15. Hosiery, 50c. to \$3.

These three "straight tickets" stand for a "fusion" of all that's good in Men's and Boys' Apparel.
Vote early and often—"repeaters" are just what we depend on.

Store closes at 1 p.m. to-day.

Hackett, Carhart & Co.
3 Broadway Stores: Cor. 13th St. Cor. Canal St. Near Chambers St.

Bright ad. this to be seen on or about election time. Form might be repeated, while the matter is daily changed. Keep it on file to jog your memory when elections come around.

* * *

Special
Bargain Days.

The cities of the United States, one by one, have gradually adopted the plan of making one day in the week a special bargain day.

Boston makes of Monday a grand shopping tournament. All the big dry goods, department and shoe stores take extra large space in the Sunday papers, reciting in their ads. what they will offer for Monday only. These papers are read in the homes all over New England, and with the dawn of the morrow the influx of suburbanites, mixed with the Hub's own townspeople, fill the stores to overflowing.

At Buffalo, where there is a large German population that in early times set apart Monday as washday, the merchants

have turned Friday into bargain day. The Thursday evening papers are largely used, as are also the morning papers of Friday. So successful have these sales become, and so anxious are the merchants to have a large Friday announcement, that the evening papers are often compelled to hang out a sign after a certain hour, positively refusing any more advertising for that day. All lines of business in that city cooperate with the dry goods houses, even the druggists, grocers and meat markets.

Not long ago, 25 of the most progressive merchants of Dunkirk, N.Y., got together, as they say, and determined to make a concerted effort to increase the trade of the city. They had never before, by the way, been what might be called liberal advertisers, the majority of them being contented with spasmodic distributions of handbills and circulars. This method of advertising, it goes without saying, was found to fall short of the mark, hence they determined to adopt a new scheme to entice trade from a wider radius.

Contracts were made by the merchants with the three weekly papers, with the understanding that all the ads. were to be run, as far as practicable, on one page, surmounted by a conspicuous heading announcing that the advertising below were the offers of Dunkirk firms to sell goods on a certain day at a less price than they could be obtained at any other time.

Friday was the appointed day, and through the enterprise and public spiritedness of these merchants the number of country buyers attracted to that city was increased five-fold over any previous year.

Now, in lieu of grumbling about the lack of circulation of your local paper, why not do as Dunkirkites did? Get together, and do what in you lies to improve the paper's outlook, and widen both its field and your own. Circulars, dodgers, booklets and the like, good as they are, are not, and never will be, good substitutes for newspaper advertising. Your ad., in close proximity to live news matter, is enhanced a hundredfold as to chances of perusal. Make no mistake about that.

MR. FRANK ROBERTSON DEAD.

THE REVIEW records with great regret the death on November 20, of Mr. Frank Robertson, of F. Robertson & Co., wholesale fancy goods, 20 Front street west, Toronto. He was sitting in his office the previous afternoon when he was taken suddenly ill of heart failure. Dr. Temple was called in, and Mr. Robertson was afterwards taken in the ambulance to the hospital, where the doctors worked steadily at him until the time of his death. He did not regain consciousness. Mr. Robertson was about 45 years of age, and leaves a widow and two small children. He was a prominent Mason, and was well known in business circles, being highly esteemed for his sense, industry, and integrity. He was a member of the National Club, and had many friends.

The stock of the estate of W. J. Moran, dry goods merchant and grocer, Amherst, N.S., was sold to A. W. Moffatt, who has registered as Moran & Co.

The tailoring establishment of Charles Knox, Wallaceburg, Ont., was destroyed by fire on November 18, and, though some goods were saved, the loss will be great, as there was no insurance.

The W.R. Brock Company, (Limited)

Late James Johnston & Co.

... Montreal.

Holiday Trade Specials:

Chatelaine Bags

Beaded and Leather.

Photo Frames.

Lined Kid Gloves and

Mitts in Ladies' Men's,
Boys' and Children's sizes.

Fine Silk Blouses.

Handkerchief Sachets.

**Exquisite Silk All-Over
Tuckings for Blouses.**

**Ladies' Stylish Windsor
Ties**, with lace and fancy ends.

Pillow Shams, { Tamboured,
Net and
Muslin.

Applique Curtain Nets.

New Designs in Bleached
Linen Table Cloths, with
Napkins to match.

Down Bed Comforters.



The Draper of Australasia,

The Organ of the Drapery and Kindred
Trades of the Antipodes.

SUBSCRIPTION \$2.50 PER ANN.

post free to any part of the world. A handsome
Diary is presented free to annual subscribers.

Publishing Offices :

Melbourne,
Sydney,

Fink's Buildings.
Post Office Chambers.

American Offices :

New York,

Park Row Building.

British Offices :

London,

42 Cameron St., E.C.

Specimen Copies free on application.

BUY Pewny's Kid Gloves

FOR YOUR

Xmas Trade

Latest Styles

Best Colorings

and Surest Fits

IN ADDITION—

THEY ARE GUARANTEED.

S. Greenshields, Son & Co.
MONTREAL.

Sole Agents for Canada.



Do You

handle our su-
perior lines of

**Corsets,
Bustles,
Dress-
Stays, Etc. ?**

If not, we would be pleased to have
you write for particulars.

BRUSH & CO., TORONTO, ONT.

The Long Distance Telephone ☎ ☎

IS INVALUABLE TO BUSINESS MEN.

You can speak to 40,000 subscribers in Canada and
Hundreds of Thousands in the United States within a dis-
tance of 1,500 miles.

Have you made its use a factor in your business ?

The Bell Telephone Co. of Canada.

OUR WATER-PROOF WRAPPING PAPERS.

Use these and you will
save yourself no end of
complaint from custom-
ers at this season of the

year, when parcels need to be carefully and safely done up.
Shoppers note with appreciation the store-keeper who is particu-
lar about how he sends out his goods.

Water-proof wrapping papers, 43-inches wide,
in 100-lb. rolls, per lb. 7c.

Cloth-lined waterproof wrapping papers, 43-
inches wide, in rolls of 200 yards, 7c. per
yard.

CANADA PAPER Co.

TORONTO and MONTREAL.

Limited

MERCHANTS

Can sell with
Confidence

3
THE *Cravenette* ^{DD} STAMP
(Registered Trade Mark)
all is Greenshields Ltd
see cut 1013 13 page 12
Cloth



IT is the Best Material for either Ladies' or Gentlemen's Rainy-Weather Garments. The **Rain Proof Quality** is applied to the Yarns, and is as much a part of the Cloth as is the Dye. It does not in any way alter the appearance or texture of the Cloth. Will shed the rain perfectly, and will not overheat the wearer and induce perspiration.

S. Greenshields, Son & Co.

Sole Selling Agents
for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

STORE decorating has now reached a point where it may be fairly reckoned among the fine arts.

Step, if you will, from a picture gallery to the interior or the front of some metropolitan dry goods store and you will find the same artistic taste and blending of colors and sympathetic appeal to the artistic in this as well as the other. The chief decorators of these modern stores are artists, perhaps not with pen or brush, but nevertheless artists, and the work which they turn out day after day is evidence of their ability.

At one time, store and window dressing was looked upon as one of the non-essentials of merchandising. To-day it is regarded as the most potent factor of store advertising.

A quarter of a century or less ago, the work, if done at all, was relegated to the amateur attempts of the store boy. Now, the best men obtainable are hired for this branch of the business, many of them earning salaries that years ago would be considered fabulous.

Unquestionably this change has done much to increase public sentiment in favor of the artistic, and to day the majority of both men and women shoppers look for and expect that artistic display which is evidenced in every up-to-date establishment.

The merchant who neglects this field becomes disagreeably conspicuous.

PUFFING BACKGROUNDS.

For the benefit of those trimmers who are employed by firms that will not purchase prepared puffing, the following method is suggested:

When you wish to use a puffed backing, first ascertain the exact height, length and depth of the window you intend using it in. Then proceed as follows: Make a skeleton frame of wood a couple of inches longer than your window is in height, and wide enough so as it will divide the combined length of back and ends of window into as many equal parts as you desire. Then sew together some old cheesecloth, preferably the color you intend to puff with (as this gives a deeper tint to the puffing). Then tack this to the frame with pins and you have a ground on which to do your puffing.

Then cut and sew enough new cloth together to make a sheet, when spread out, twice as wide and two and a half times as long as the frame. Place frame on the edge. Then begin at upper right-hand corner and work back and forth across the frame, drawing the cloth up into puffs and pinning wherever necessary; run the point of pin through the cloth and

back again, this leaves a smooth surface on the back of sheet and holds the puffing securely in place. In this way you can make the puffing fine or coarse, just as you prefer. When finished you should have a sheet of puffing the full size of the frame; take this off the frame and hang it up in some convenient place where it will remain clean and be in nice shape whenever you are ready to use it.

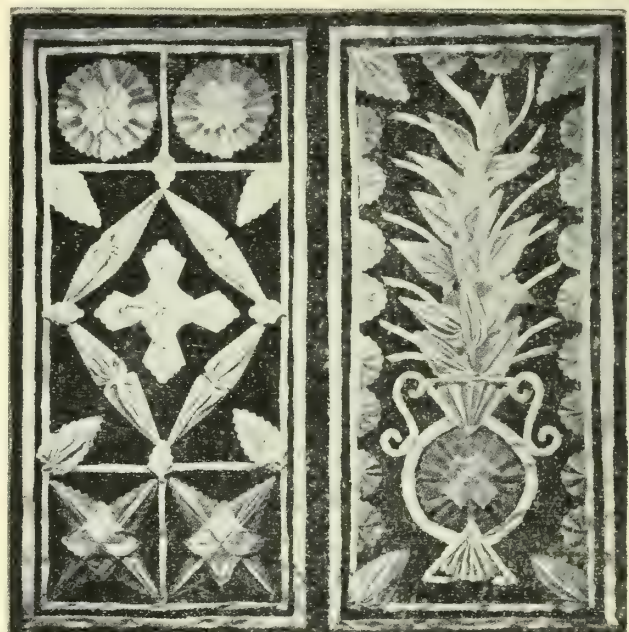
Proceed in this way until you have enough puffing to cover the entire background. Then it can be carried to the window and tacked quickly in position. You can place one of these backgrounds over a nicely pleated background, use it for a week or two, remove it then and your pleating is just as nice as when put in.

This is not the only way it is an advantage over the old method of puffing. Ordinarily, it takes a trimmer from a day to a day and a half to puff a background in a medium-sized window.

Having made one of these backings in your leisure moments it can be placed in a window in 15 minutes' time, and the whole display arranged in three or four hours, and you can devote more time to detail work, a point that is sadly neglected by the majority of trimmers.

HOW TO AVOID FROSTED WINDOWS.

Nothing is more annoying to a merchant than to see his window frosted over on a Winter's day, which effectually shuts off all view of the display. This is a matter which can be easily remedied at a small expense and with very little work. The reason for the frosting, or the sweating, as it is sometimes called, is that the warm air inside the store comes into



No. 1. Handkerchiefs. How to Fold Them.

SPRING 1902

Next year the NORTHWAY label will be on the clothes of more well-dressed women than ever before. We have shown in our time some pretty good things in

Suits, Jackets and Separate Skirts

but the line out just now in the hands of our travelers is causing more comment and is producing more business than any previous one.

Every garment is the current mode, and has exquisite finish, desirable material, and durable trimmings to back it up. Our stock is not composed of **extreme** styles, but it does embrace those and the "happy mediums" that make selling so easy.

It is easy enough to fit garments to a "model"—we aim to have ours fit the individual woman.

If our traveler has not called, kindly let us know and we will arrange for an early visit.

JOHN NORTHWAY & SON, LIMITED,

Wellington St. W.

MAKERS OF SHAPE-KEEPING GARMENTS.

TORONTO.

START THE NEW YEAR RIGHT!

We refer to the improved appearance of your store and the increased profits which are sure to follow the purchase of a

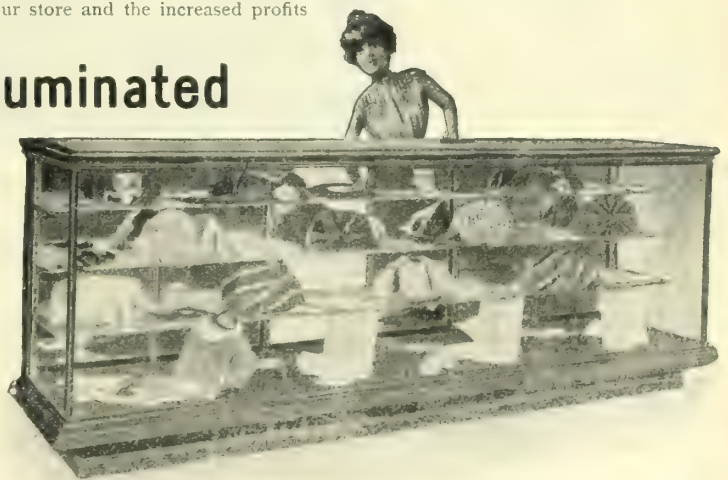
Phillips' Illuminated

Silent Salesman
TRADE MARK

Show Case.

The most attractive, most up-to-date Show-case made. Perfectly illuminated—your goods displayed to the best possible advantage; your sales increased. Materials the best throughout; the workmanship careful, accurate, enduring. Don't run chances on a cheap case of hit-or-miss manufacture. Phillips' Cases are built for lasting satisfaction—they maintain a 37 years' reputation for reliability.

Send for descriptive circular (lithographed in colors) and full particulars.



John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT.

DETROIT, MICH.

WINDOW DECORATING—Continued.

contact with the cold glass, condensing the moisture into drops, which congeal upon the inside of the glass.

Now, if the air on both sides of the window is the same temperature there will be no trouble with frosting. To accomplish this the back of the window must be tightly closed and holes from a quarter to half an inch in diameter bored through the sash at the top and bottom of the window. The holes should be about 18 inches apart and as close to the glass as possible. This will give ample space for the air on the outside to circulate through the window and thus prevent sweating or frosting.

There must not be any chance for the warm air in the store to get into the window.

A further aid to prevent trouble of this nature is to take a cloth dampened with alcohol or glycerine and rub the inside of the glass every few days.

THE CHRISTMAS TRIMS.

In a week or so the Christmas trims will be on.

The beautiful trims this month will, no doubt, eclipse all previous efforts.

THE REVIEW presents in this number a few specimens of window trims suitable for Christmas. As every dry goods store requires its handkerchief display in at Christmas the illustration No. 1 will convey a few ideas of fancy handkerchief folds.

Backgrounds can be entirely covered with black or colored felt, print, or other material, and handsome designs in backgrounds can be worked out in handkerchiefs.

Illustration No. 2 contains ideas for a doll display. The background in this trim was a drop scene of the sea. The lighthouse was built of light scantling and covered with cotton and touched up with paint to give it the effect of stone. The windows were made of red and green tissue paper and a light was set inside. Glass balls, such as are used to decorate Christmas trees with, were suspended from the ceiling at all heights. Tinsel gauze festooning was used freely throughout the display, giving the scene an icy appearance.

Illustration No. 3 presents an idea for a neat trim of glassware and novelties suitable for Christmas gifts. The background was composed of three arches supported by pillars set out three feet from the wall.

The illustration No. 4 shows a neat arrangement for a display of shoes. Men's furnishings could be substituted for the shoes and would make a neat, attractive trim.

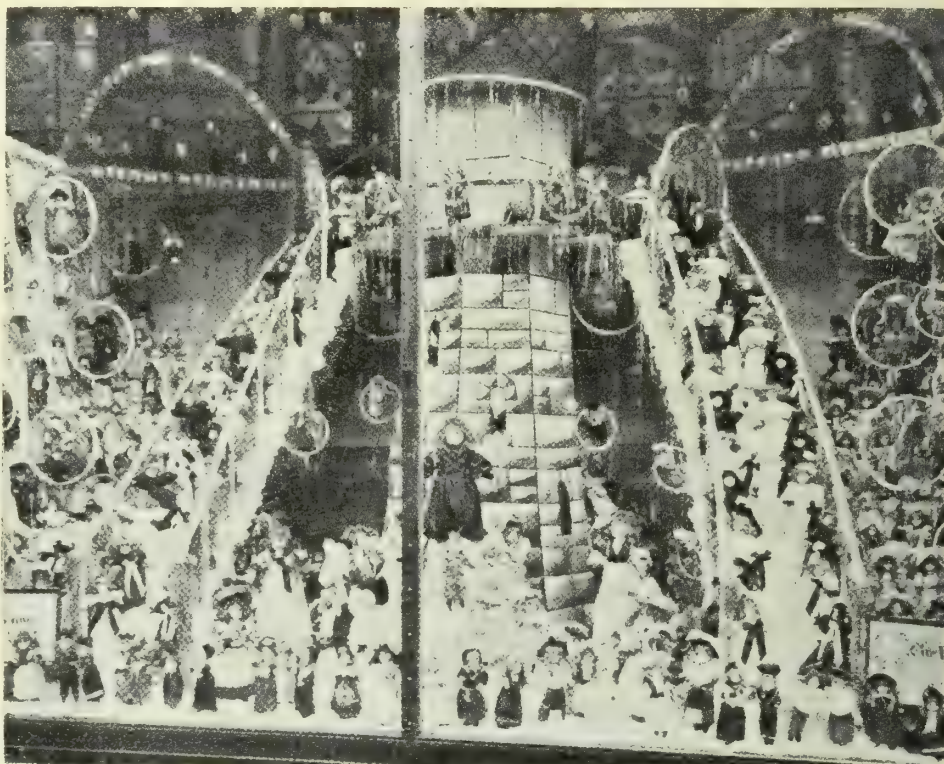
PLEASING THE CHILDREN.

In making displays of dolls or toys the one idea to be remembered is to have your background or your centrepiece

arranged so as it will please the children. Remember that you are not catering to the tastes of the grown-up folks in these trims, but to the idea of what is going to suit the little folks, for it is through them that the parents are persuaded to purchase.

Many a display of this kind that contained a bust of "Santa Claus," or a moving feature, or something that may have looked a silly arrangement to the average grown-up person, has been the means of disposing of a big stock of toys and dolls, and has brought dollars into the tills of the merchants, because such a trim interested the little ones and got them talking about so-and-so's window, thus inducing their parents to purchase at that particular store.

A good idea for a trim of dolls would be to secure about a dozen hoops, wind them with rope evergreen with a spray of holly here and there, nail these or suspend them in different



No. 2. A Display of Dolls.

ways and place a doll in each. Fancy designs can be worked out with these hoops.

Lay in a good stock of green festooning along with some bendable strips of wood, and with these you can construct different designs on which to show dolls.

Make your holiday trims appear good and stocky. Use lots of bright colors in your backgrounds. Make everything as gay looking as possible.

POINTERS FOR CHRISTMAS TRIMS.

For displays of silverware or glassware, white, purple or black backings and floorings look the best.

In displays of men's furnishings, scatter twigs of holly and red berries here and there. It gives the trim a Christmas aspect.

For an interior trim a festooning of evergreen on which is attached sprays of mistletoe and holly would be appropriate.

GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

**CANADA BEING A
WOODED COUNTRY**

WE HAVE SPECIAL
OFFERINGS OF

**WOOD CURTAIN POLES
AND WOOD TRIMMINGS**

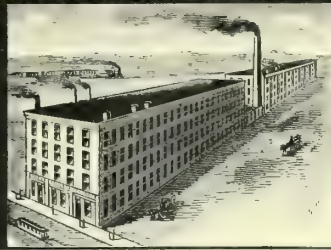
Splendid Finish,
Handsome Patterns
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.



**OPAQUE
SHADE CLOTH.**

CURTAINS, DRAPERIES,
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc.

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:
"HEES" TORONTO.



OFFICE: 71 BAY ST

We manufacture everything in the line of

WINDOW SHADES, LACE CURTAINS,

and sell them at a price that affords the retailer LARGE PROFITS.
Over one hundred thousand pairs to select from, on hand ready to deliver.

OUR DERBY TABLE COVER.

Nothing ever came from looms that is more popular than our Derby Table Cover; all the jobbers are selling it.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc. Our new illustrated catalogue just out. Send your card and get one by mail.

NEARLY ALL OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal call at our new warehouse, No. 20 St. Helen St.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

WINDOW DECORATING—Continued.

The lines of goods to be kept on display at this time should be: Toys, dolls and games, books, leather goods, jewelry, silverware, gloves, handkerchiefs, fancy slippers, furs, fancy bric-a-brac and glassware, perfumery, ladies' and men's neckwear, art needlework and fancy stuffs of all kinds, such as photo frames, pictures and mirrors, toilet goods, fancy stationery, etc.

H. H.

A HELP TO WINDOW ARTISTS.

A book which aims to interest those concerned in window decoration is being got out in Toronto by Mr. W. Edwards, formerly of Lord & Taylor's, New York, but now a resident of Canada once more. Its title is "The Edwards Instructor on Signs, Showcard and Ticket Lettering," and it will contain full instructions so that a person may train himself in drawing signs, handling colors, frosting and coloring glass, globes, etc. The book will also contain 200 selected phrases for use in window tickets. Mr. Edwards is also preparing what he calls a "Sign Writer's Outfit." This will contain models of letters and the actual brushes, colored inks, etc., required in the work. His address is 423 1/2 Yonge street, Toronto, and there is reason to think that he may succeed in getting together two useful adjuncts to the business of the window artist.

A FINE WINDOW AT NELSON.

In illustration No. 5 is shown a reproduction of a recent window at the Nelson, B.C., store of the Hudson's Bay Co., which exhibits taste and skill of no common order.

It is a display of silks and trimmings, and the draping of



No. 3. Arrangement of Christmas Novelties.

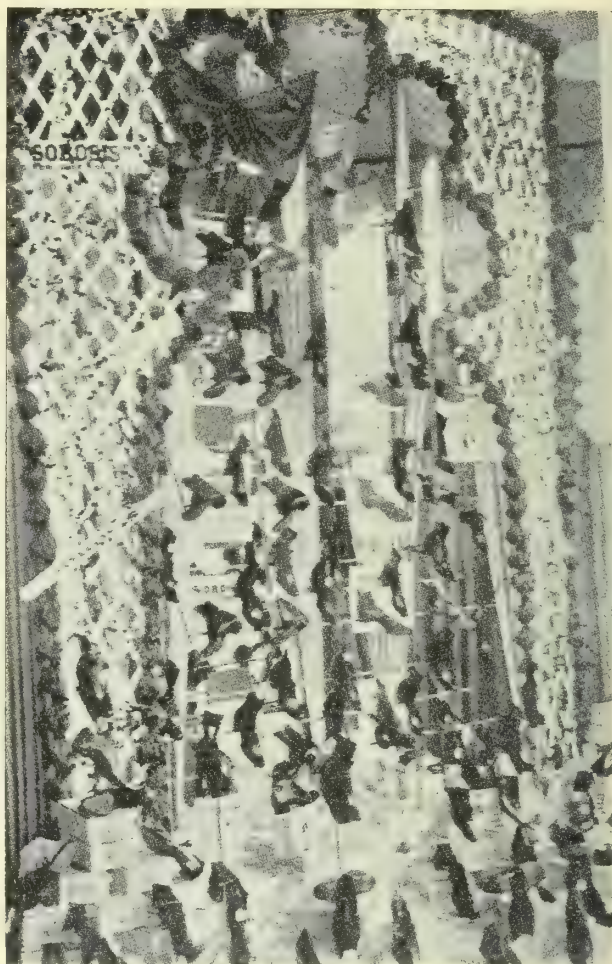
the materials and their arrangement in the window are evidences of good workmanship.

The background, to which justice is hardly done by the photograph, consisted first of a narrow moulding in white and gold at the top, then puffing in pink China silk; then another

narrow moulding; then a border of old rose paper; another narrow moulding; then coral pink for most of the background, the scheme being changed by using kalsomine.

The two window cards visible near the top read: "We do not deal in glittering generalities, but in sparkling specialties," and "We bought largely that you might have rich choosing."

The end frames (see a portion of one at the outer edge of



No. 4. Shoes or Men's Furnishings.

the illustration) were made of 2 x 2-in. lumber bent into place and covered with puffing. The lattice work was of silk ribbon.

The general effect, as will be seen, was pleasing and effective. Altogether, one would judge from the photograph, a high-class trim. The window was trimmed by Mr. O. Sommerville and Mr. B. P. James.

A GOOD HOLIDAY TRIM.

Here is the way a very effective window for the display of fine waist flannels was constructed: The background of the window was mirrors, but a very similar effect can be produced by covering the ordinary background with white bunting.

Make a line across the background about seven feet from the base, and along this line pleat the bunting in wide single pleats, seven or eight inches wide, leaving the bottom free an inch above the base. That will allow the pleating to hang in graceful curves as it nears the base.

On a line a foot or so above the pleating, so as to bring it eight or eight and a half feet from the floor, make another

SPRING 1902

The Gault Brothers Co., Limited

Winnipeg.

Montreal.

Vancouver.

Spring1902Spring1902**DRESS GOODS DEPARTMENT.**

"TIGER" Brand Black Dress Goods our specialty.

Black S. W. Henrietta.	Black Electric Cords.	Black Brilliantines.
Black Silk Warp Melrose.	Black Sicilians.	Black Delaines.
Black Silk Warp Taffetines.	Black Ziska.	Black Poplins.
Black Satin Sublime.	Black Fedoras.	Black Crapes.
Black Soleils.	Black Armures.	Black Grenadines.
Black Diagonals.	Black Henriettas.	Black Railway Cords.
Black Figured Mohairs.		Armures.

The celebrated "Emfir" Finish.

COLORED DRESS GOODS.

Wool Repps.	Jacquard Sublime.	Henriettas.
Wool Poplins.	Etamime Panama.	Plain Costume Cloths
Toile de Laine.	Poplinettes.	Serges.
Taffetaline.	Ottomans.	Bedfords.
Satin Sublime.	Vigoreux.	Veilings.

SILKS.—SPECIAL LINES OF BLACK AND COLORED TAFFETAS AND SATINS: Black Peau de Soie, Duchesse, Gros Grains, Surahs, Moire, Damas, Colored C. Tamalines, Taffetines, Pongees, Mervs, Japanese, Cream and White Broches and Bengalines.

PRINT DEPARTMENT.—Fall lines of Canadian Prints. The best 10-cent English Print. Satines in all the latest high-class designs. **IMPORTANT:** Our number S.P. Printed Lace Satines is the latest French novelty and confined TO US FOR CANADA. **PRINTED MUSLINS:** Beautiful designs in English, French and American makes.

SOMETHING THAT WON'T LAST LONG.—JOBS: "3,000 pieces 35/6 in. Printed Lawns." Special clearing line. In quality, design and finish this line cannot be excelled. Hadn't you better get into this bargain? It will pay you to do so.

MUSLINS AND LINENS.—We have a complete and varied assortment in both lines.

VELVETEENS.—Special lines in Blacks and Colors.

The Gault Brothers Co., Limited - Montreal.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

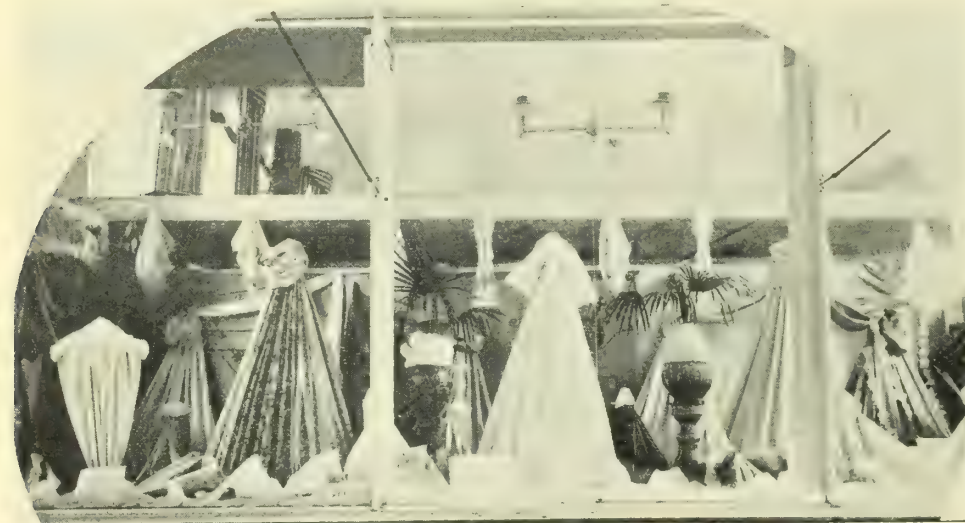
WINDOW DECORATING—Continued

pleating a little narrower. This should be of pink or blue plain China or other light silk, and the lower edge of the strip should be allowed to hang free at the bottom, like the white bunting, but it should hang far enough below the top edge of the bunting to hide the pins or tacks and the rough edge of the latter. Narrow silk or wide silk doubled will make a heavy enough strip of color. There is no necessity of making any puffing or border to cover the upper edge of this silk.

On the base place several heights of low, flat-top stands, the higher ones along the rear of the window, but none of them over two feet high. For this purpose small boxes will answer.

Over these stands throw pieces of goods to be shown. Anything of the soft flannel kind will lend itself readily to this kind of treatment. Let them hang loosely.

On the top of a post of these stands fix upright, by standing on end, full pieces of goods with the bands still around them. Flat-fold, narrow-roll goods look best, but double-fold and wide-roll can be used. Across the top of the other stands lay full pieces, and on these pieces place something in the



No. 5. Display at Nelson.

way of trimming for the goods—full pieces or parts of lace, novelty goods in a peaked bunch, or some other article that will take away the stiffness of the bare piece.

The base may be filled in with loosely puffed goods of the same kind or may be first covered with a light, plain material laid on smooth. Arm brackets at either side of the glass or in the corners next to the background, over which can be thrown small pieces of goods in four folds, will add much to the appearance of the window. Price and descriptive tickets must not be forgotten.—Dry Goods Reporter.

MONTREAL DRY GOODS CLERKS.

The Montreal Dry Goods Clerks' Association met last month and elected their officers for the year. These were: President, M. A. Lamalice; first vice-president, C. C. Langevin; second vice-president, Thos. Allard; secretary, L. J. Prud'homme; assistant secretary, N. P. Belair; corresponding secretary, A. Bedard; treasurer, J. E. Parent; assistant treasurer, J. E. Trepanier; collectors, A. Macbeth and D. Lepine; marshals, A. G. Paradis and J. A. Jacob; librarian, C. Roy; manager of games, A. Sauve.

A CANADIAN TRAVELLER IN ENGLAND.

M. WM. H. EVANS, of The Canada Paint Co., Montreal, who is a candidate for a director of The Dominion Commercial Travellers' Association, has had some unique experiences. When on a tour in England visiting the cathedral cities he halted at St. Albans, Hertfordshire, to see the venerable abbey there. Harpenden races were in full blast and St. Alban's, close by, was, towards evening, literally packed with a hilarious, good humored but hungry crowd, and Mr. Evans sought in vain for a quiet retreat where he could have a grilled mutton chop and a glass of "bitter." At the various refreshment places the only items offering were Melton-Mowbray pies and Banbury buns, with gingerbread ad lib. This fare would scarcely suit a Canadian whose appetite had been whetted by sight-seeing, and Mr. Evans meandered to that old stagecoach house, "Peacock Inn," where innumerable four-in-hands, brakes, hansoms, growlers, coster carts, and every conceivable thing on wheels, ancient or modern, were drawn up, the occupants loudly calling for refreshments, liquid and otherwise.

Said the ubiquitous "Boots" at the Inn, "Dining room full, sir!; coffee room packed like 'errings, no chawnce for a chop or even 'am and eggs!"

The weary traveller pulled in his belt almost three notches and was about to turn away, when he espied, through a partially closed door, a cosy room with only a quartet of genial-looking gents sitting within its sacred precincts. The first thought was, perhaps they are representatives of Royalty, or, mayhap, some of the gentlemen from the country families, or, perchance, privileged reporters (who generally get the best), but an open order book, at which one gentleman was industriously scribbling, told him, intuitively, it was

the commercial room, that sanctum sanctorum, where peace and calmness reigned and where no outsiders were allowed to enter.

Calling one of the gentlemen, Mr. Evans handed him his card and showed the certificate of The Dominion Commercial Travellers' Association, of Montreal. Open sesame! This was the passe-partout. Introductions followed—dinner was about to be served, and a jolly good time was spent by "the intelligence department of commerce," as travellers have been dubbed. The Englishmen could not do enough for their impromptu Canadian visitor and it was late, or rather early, when the Montrealer reached the Midland Grand Hotel, St. Pancras, London, where his waiting friends had become so uneasy that they were about to send out a "still" alarm to search the cloisters, catacombs, and crypt of St. Alban's Abbey.

Mr. James Slessor, director of the W. R. Brock Co., Montreal, arrived home from Europe November 26, having come via Boston, in the steamship Commonwealth. He is much improved in health, as the result of his trip.

The Anglo - Scotian Mills Co., Limited

Beeston, Notts, England.

Lace Curtains and Nets
Shawls and Hosiery

Upwards of 3,000 patterns. Double and single borders
Superior finish guaranteed.

DRAPERY NETS are now an established
demand. We have the finest range in the market.

Representative:

Mr. J. H. Parkhill,
207 MCKINNON BUILDING
TORONTO

Holiday

Umbrellas

Repeat Orders executed
same day as received.

**The Irving Umbrella
Company, Limited.**

20 Front St. West, TORONTO.

"P.D." CORSETS.



Why was it that "P.D." Corsets secured the coveted Grand Prix at the Paris Exposition in competition with best makes of the world?

Why was it that "P.D." Corsets secured the highest awards at all leading expositions during the last 20 years?

Because

of their superior workmanship; because they more nearly conform to the requirement of the human figure; because there is no other corset made upon which such care in regards to finish, fit and durability is shown. The style here shown is style 631, which has no equal as a corset for stout ladies.

Ask to see our new straight-front styles.

Konig & Stuffman

11 Victoria Square,

MONTREAL

WE OFFER YOU AN OPPORTUNITY

to secure the best possible values in

Boots, Shoes, Rubbers,

at prices that will prove a pleasant surprise to prospective buyers. This opportunity is knocking at your door. You lose money by refusing to heed it. All orders promptly filled. Catalogues sent on request.

CAMPBELL SHOE CO.

129 ST. ANDREW ST., - QUEBEC.



REVIEW OF UNITED STATES CONDITIONS.

IN the course of a careful review of the conditions of the carpet market in the United States, The Carpet and Upholstery Journal says that an advance in the initial price of ingrain and no reduction in $\frac{1}{4}$ goods may be expected.

As near as can be determined, about 50 to 75 per cent. of the carpet-weaving machinery in Philadelphia has been at work during the past month, and the main energies of the mill owners seem to have been devoted to arranging for raw materials and preparing their Spring lines. Most of the Spring samples are now about ready and the roadmen will doubtless start out on their trips before or about the middle of the month.

There are only two or three novelties in weaves heralded for the Spring season and it looks as though the limit of ingenuity in evolving variations of the standard fabrics had about been reached.

Reports come from all sections as to the growing popularity of tapestry and Brussels rugs and most of this is, of course, due to the excellent shape in which these particular articles have been marketed in the past two or three seasons.

Among the awards to manufacturers which were granted at the Pan-American Exposition, and the announcements of which were made public during the past month, it is noticeable that there does not appear the name of a single American maker of floor coverings, although upholstery goods, shades and kindred products are fairly well represented.

Nothing further has been heard during the month of the Upholstery Trust, the preliminary plans of which were placed some time since in the hands of a regularly-appointed organization committee, consisting of several prominent manufacturers.

Several important changes preliminary to the opening of the season have taken place in respect to selling arrangements, and the much-talked-of tendency of manufacturers to deal direct with the trade seems to be gaining headway, although advocates of both of the methods are to be found on all sides. Certainly the low level to which the prices of draperies and upholstery goods of all kinds have been reduced, is making some of the manufacturers desperate in their efforts to keep matters moving on the basis of the reduced schedule. In spite of all these implacable facts staring the makers in the face, the larger upholstery buyers who have been in the market (and there have been quite a few), report a decided weakness as to price and, in some instances, actual reductions of from 3 to 5 per cent. on standard lines of goods.

BRITISH TRADE NOTES.

The same authority has some news of the British trade of which the following are a few:—The better grades of wool are a trifle higher in price, although as yet the spinners have been unable to take much advantage in their dealing with the yarn consumers.

The manufacturers are beginning to receive inquiries with regard to "coronation specialties."

There is talk among a few of the manufacturers of some modification being made in the grades of Brussels carpets, and it is said some striking effects will be produced.

Lord Ashton, owner of the linoleum works at Lancaster,

recently gave £10,000 for a statue in memory of the late Queen.

There are rumors that a company is about to be formed in Dundee, Scotland, with a capital of £100,000, to manufacture linoleum.

A PERSIAN CARPET YARN.

During the last visit of the Shah of Persia to Paris he paid a visit to the Gobelins, where he showed a most appreciative interest in all that he saw. Before a remarkably fine Persian carpet, given to the museum by M. Goupil, he remained for some time, interpreting for himself the symbolical allusions thickly embroidered upon it, which, however, he declined to translate into French. A few days since the mystery was cleared up. There arrived in Paris the manager of The Imperial Carpet Weaving Factory in Teheran, who stated that he had been commissioned by the Shah to study the methods of manufacture in use at the Gobelins. To him the director applied for a solution of the legends of the carpet which had so captivated the Shah. Thereupon the Persian began to read out a running translation: "A carpet for the ruler of the earth; superiority for his feet; how beautiful it is; it is in his cabinet and knows his secrets. It is pleasant as Paradise, and brighter than the Academy of Mari (a Persian painter), for it contains all the colors of China. The nightingale coming to perch upon it cannot tear itself away from its loveliness. Neither Winter or Autumn can ever change the tints of this carpet." This is a good deal for one carpet to signify, but critics say that it is justified in holding a high opinion of itself. It is about three centuries old.

CHANGE IN THE UNITED STATES LINOLEUM PRICES.

At the meeting of the Association of Oilcloth and Linoleum Manufacturers, held in Philadelphia, on the 28th ult., an advance of $2\frac{1}{2}$ c. a yard on B inlaid was agreed upon, making the price of these goods for next season \$1.17 $\frac{1}{2}$. A reduction of $2\frac{1}{2}$ c. a yard was made in the price of A inlaid, making the new list on these \$1.37 $\frac{1}{2}$. A general advance of 1c. a square yard was made on all 16-4 goods. These are what are technically known as sheet linoleums. In addition to the prices above agreed on, a reduction in the general line of discounts allowed, was also agreed on, so that oilcloths and linoleums of all kinds for the coming season will cost a little more than they did last.—American Carpet and Upholstery Journal.

ART OF PIANO DRAPING.

An excellent way for screening the unsightliness of the back of an upright piano when turned away from the wall, as all pianos of that design should be to improve the tone and prevent a singer's facing the wall, is one in which a paneled screen is hung on a rod attached to the back of the piano at the top.

The screen is made of three panels of black satin embroidered in gold thread after the style of Japanese screens, the panels being placed together with gold cord drawn through small brass rings sewed at intervals of two inches on the edge of the satin, ending in gold tassels at the bottom. The whole thing is then edged with a heavy black silk or gold cord. The effect is uncommon and adds much to the furnishing of a drawing room or music room, especially where the room admits of the piano being placed at one end, with the keyboard facing the wall.

Other material may be used, always selecting something of simple decorative pattern, or one to match the other hangings of the room. In Paris draperies are made especially for this purpose, but there is danger of having them too close and heavy, thus deadening the tone of the instrument.

A NEW CARPET.

It may interest many readers to learn that there is being manufactured in Scotland a double carpet. By double carpet we mean two Axminster carpets woven at one time, face to face, a feat never accomplished before. It is woven by a specially patented process on the principle of the celebrated Persian carpets, and the pile is woven from back to face, and cannot be brushed out as in ordinary pile carpets. Woven face to face in one fabric, they are afterwards split and finished by specially-made machinery. Rugs and mats are also made by the same process. This carpet is running the cheap American Axminster very closely, and there is no doubt a great future is before it.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

OUR LINE

FOR 1902

IS STILL COMPLETE

IN ESSENTIAL FEATURES, AND ALL THAT IS
PRACTICALLY ARTISTIC AND PROFITABLE IN
WELL SELECTED AND COLORED DESIGNS

IN

WALL PAPER

WITH FAR GREATER VARIETY IN EACH GRADE
THAN IS ATTEMPTED BY ANY COMPETITION,
HOME OR FOREIGN.

TRAVELLERS SENT, OR CONDENSED SAMPLES
FURNISHED TO PROSPECTIVE
BUYERS.



DEC. 1901

CARPETS AND CURTAINS—Continued.**POSITION OF RAW MATERIAL.**

Believing that it would be of interest and value to our readers who are handlers of ingrain carpets to know something about the conditions which exist in the raw material market at the present time, the following interview was accorded by The American Carpet and Upholstery Journal, from John C. Wallace, of Philadelphia. Mr. Wallace is one of the old-established dealers in carpet worsteds and wool yarns in this country, and is conceded to be a leading expert in raw materials. Mr. Wallace said: "Never within the memory of the Philadelphia ingrain manufacturers have profits been so small on good ingrain carpets. Unless a radical advance is made in the price of ingrains at once, what little margin there may be now will be absolutely wiped out. The persistent reductions in the price of ingrains during the past three years have been at the expense of the wool importer and yarn spinner. In 1897-98 and '99 there was an enormous over-importation of China and Georgian wools, the bulk of them from China. Importers and dealers have forced these wools on the market at exceedingly low prices, practically driving out all other wools desirable for carpets. Now, however, the market is bare of China filling wools, and there is absolutely no supply of them in sight for three months to come. It will be practically impossible to get other classes of wools, as these are finding a much better market in Europe to-day.

"The price of worsted for three years past has been from 3 to 5c. per lb. below the cost of its production. Most of the best spinners have abandoned the spinning of ingrain worsteds and have either closed their mills or turned them on to Brussels, Wilton and tapestry yarns, all of which have been in good demand. This turn has of course been of decided benefit to manufacturers of the finer carpetings. Wools suitable for the finer worsteds have dropped to a price that places them within reach of the carpet yarn spinners. Now all spinners of fine worsted yarns are busy and the carpet manufacturers must look to carpet wools for their supply.

"Combing wools are firm in price and stocks light. Of filling wools the market is very bare.

"In 1898 99 there were over 40,000 bales of China wool in New York alone. Now it is safe to say there are none. When manufacturers face the present conditions they will naturally become alarmed and realize that the cost of ingrain carpets for the coming season is a very uncertain quantity. One thing, however, is certain, that the cost will increase from month to month until the supply of filling wools and worsteds becomes more plentiful. It will not be possible for this to happen during this season unless there is a heavy and immediate advance in carpets that will warrant quick importations and insure a market price which will induce spinners to turn their attention to ingrain worsteds.

"Manufacturers of high-grade carpetings and spinners of standard yarns are apparently more anxious to day to purchase raw materials than they are to dispose of their respective products."

W. T. Addison, Ontario representative of the Dominion Cotton Co., is suffering from a rather severe illness, THE REVIEW regrets to learn. But he is on the high road to recovery.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

FOR SALE.

FOR SALE—In British Columbia; three old-established general stores, with Saw and Flour Mill, Ranch, Cattle. Satisfactory reasons for selling. Apply to Geo. S. Davison, 27 Sparks Chambers, Ottawa, Ont. (12)

LABELS

Any Shape
1 to 17 Colors
Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

LEVY & CO., Printers TORONTO
19 LEADER LANE.



BERNARD CAIRNS

Leader in

RUBBER STAMPS

PRICE MARKERS, Etc.
10 King Street West, - Toronto.
Awarded Diploma at Toronto Exposition, 1901.

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

SOMETHING FOR YOUR

Upholstery Department.

We are Manufacturers of both . . .

Cotton and Wool Tufts

and want to send you our samples and prices. We think you would find it to your advantage to buy from us.

SAMPLES GLADLY SENT ON REQUEST.

PETTIT & CO., LOCKPORT, N. Y.
UPHOLSTERY TUFT MANUFACTURERS.

IF YOU HANDLE

"Pre-Eminent" Dress Stays

"NUFF SAID."

If you do not, buy some and see how well pleased you will be with them. Your customers will also be well pleased, which is, after all, the important point. Mostly all jobbers have them. If yours has not, write us direct.

F. L. Copeland & Co.

successors to

THE EVER-READY DRESS STAY CO., Limited.
WINDSOR, ONT.

THE DOMINION CARPET CO.

MANUFACTURERS OF...

LIMITED



Brussels Carpets

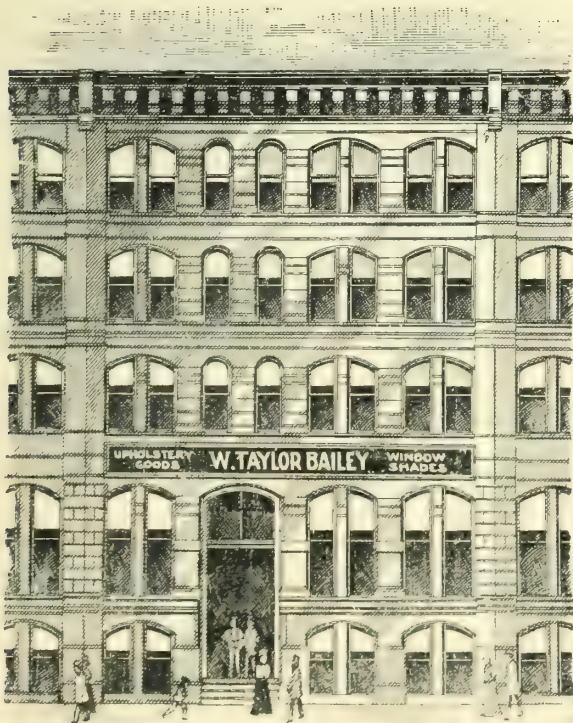


in every grade.

Our travellers are now on the road with a full line for Spring and will call on you shortly.

Manufactory: - SHERBROOKE, QUE.

W. TAYLOR BAILEY



Upholstery Supplies,
Draperies Fabrics and
Brass Goods,

MANUFACTURER OF.....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

About Our Spring Range

It is a large range, complete range and convincing range.

We speak of our Collection of Spring samples now in the hands of our representatives in the different Provinces.

It has been selected from the leading Millinery centres of the European and American markets and represents the newest and best that money and good Millinery taste can procure.

A careful inspection convinces us that it is the most telling collection it has ever been our pleasure to submit to the trade, and as such we think in justice to themselves every buyer should pass judgment upon it before making their Spring selections of Millinery and Millinery Novelties.

Also in the hands of our representatives a big range of McKinnon-made Jackets, Costumes and Skirts. They speak for themselves and like everything of high merit demand attention.

WAIT FOR IT!

S. F. MCKINNON & Co., Limited, TORONTO and MONTREAL.

Canadian Millinery Review.

Winter Season, 1901.

VEILING.

THE novelty and fancy veilings still continue to attract the principal attention of the trade. As stated heretofore, this is essentially the season of novelties. The fancy effects take best by far, and every new, striking idea, provided, of course, it is not too bizarre, meets with instant approval at the hands of the trade. Even in the ideas which are themselves plain, such as ordinary fancy black meshes, the more away from set grooves that the goods can be gotten, the better they are liked. Thus we see very large diamond effects in complexions and other sorts of a similar nature. Besides the weaves being extremely fancy, however, the velvet and chenille spots which adorn the veil are also of a decidedly new construction. The large double diamonds, the reversible dots and figures, showing one color on one side and another on the other, are all new this season and are meeting with a considerable measure of success. It really is surprising how many veilings are worn around the hats. The tendency in this direction has been growing for a considerable time, and is to-day most marked. Almost every woman who wears a felt walking hat has some kind of a chiffon or marabeau veiling around her hat with the ends standing down the back to a distance of about six inches, giving something of the tourist effect. The style is now very generally adopted and seems to be liked all over. The wholesalers are doing a very good business. With one peculiar feature seldom if ever before has there been such a wide and diverse demand. The call, while it is strong for many sorts, is not overpoweringly so for any one. There are numerous favorites, all of which sell well, but there are so many novelties on the market and these are taking so freely as to really knock out the possibility of any plain idea having anything like a corner on the demand. This is a most excellent feature. It shows a wide interest in veilings that should keep up throughout the season, and really demand to-day does promise to hold well all through the year, and on all classes of goods at that—The Western Milliner.

BEGINNING TO THINK OF SPRING.

S. F. McKinnon & Co., Limited, when seen by a representative of THE DRY GOODS REVIEW, said that their trade had been most satisfactory, being the largest November turnover in the history of the business, and over 75 per cent. more than the corresponding month for last year. That fact, also information gained from meeting with business men from day to day, leads them to the safe conclusion that trade for the month of November, generally speaking, was satisfactory. Continuing, he said: "The weather has been all that could be desired for millinery, and, considering the great demand for McKinnon-made jackets, costumes and skirts, it certainly was also right for goods in that class."

The mouthpiece for the company also informed our representative that by the time December was reached, as far as

their trade was concerned, the demand for goods of a strictly millinery character is not so heavy; at the same time there are always a number of the more staple and special lines which are in demand—a demand which they are always prepared to meet; and further said that whatever else might be used in the manufacture of December millinery, silk velvets will be a big and leading feature, blacks particularly strong. Other favorites will be taffeta silks, plain ribbons, black satins and velvet ribbons, laces, black breasts and long black ostrich feathers.

The firm have now turned their attention towards Spring, and even now, before we have fairly entered upon the Winter, their complete range of Spring samples is in the hands of their representatives in the different Provinces, which, as a collection in extent, character and value, they consider the most convincing it has ever been their pleasure to bring before the trade.

Some of the special features for Spring, as evidenced in their extensive range gathered from the leading millinery centres of the European and American markets are: First, its newness of character, which is applicable to the whole range. A remarkable feature in their hat offering is the many nobby sailor and ready-to-wear shapes showing. In their magnificent range of silks and ribbons a striking feature is the many soft liberty effects showing, which they assure the trade are bound to be correct. Fancy ribbons are more in evidence than for some seasons past. Chiffon, mousseline de soie and crepelinette effects are pronounced in their range. Sequin trimmings, ornaments and crowns are conspicuous in a most effective range of millinery novelties. Flowers and foliage are again at the front and are more beautiful and, if possible, more true to nature than ever. Ostrich effects, particularly long feathers, promise to find much favor for Spring.

The representative of S. F. McKinnon & Co., Limited, said that they had done a very large lace trade; that laces are being freely used, particularly in goods of the applique character, real Brussels, Irish point and venetians. These high-class real laces are also duplicated in very handsome patterns in imitations. Their Mr. Alfred Reeve is at present in the European lace markets personally directing the shipping of the many orders placed for this class of goods; also selecting stock for their lace and lace curtain departments. Since Mr. Reeve arrived in the continental markets he has made a large purchase of laces, lace collars and handkerchiefs for the Christmas trade, which he reports as being exceptional values.

When asked as to how the jacket trade had been in November, he answered "more than satisfactory," and further said that "McKinnon-made jackets, costumes and skirts have a name and character founded on merit, which have found for them a fame in every corner of the Dominion. Our range of Spring jackets, costumes and skirts, now in the hands of our representatives, will only add more lustre to the

name, and I would only add to what has been said, that we believe it will be to the interest of all millinery, jacket, costume and skirt buyers to see our extensive, up-to-date, convincing collection before placing their orders."

BOOKLET FOR THE TRADE.

Big preparation was made for their Spring and Summer range by the D. McCall Co., and the commendation already received from all over the country respecting their samples is evidence of the practical appreciation of them.

The business already done has been exceedingly large, and a very heavy trade is expected. A most complete assortment will be shown in all the popular lines of millinery, and, as in the past, this house can be relied upon to meet all demand for present requirements.

Anyone who has not received a copy of a booklet they are sending out to the trade will do well to drop them a card for one. It contains some interesting and forceful arguments in favor of doing the Spring trade with them, is a handsome specimen of printing, and is another indication of the enterprise and up-to-dateness of the firm.

SOME NEW IDEAS.

The John D. Ivey Co., Limited, are still continuing busy in their pattern hat department. Some of their newest models are made entirely of fur and trimmed with real lace, unmounted roses and handsome cut-steel ornaments. Mink or chinchilla and ermine are the most desirable for millinery purposes. A stylish shape of medium size has a brim on the mushroom order, with a broad flat crown. The under facing is a draped shirring of turquoise-blue velvet, banded on the edge with ermine fur. Half the crown is of turquoise velvet, and from it is a drapery of ermine fur, which constitutes the

other half of the crown and partly covers the brim. The decoration is a huge bunch of Parma violets, softened with a chou of white tulle.

Another novelty is a toque rolling well off the face, with a flat crown made entirely of violets in the deep royal purple hue, and a brim-facing of white tulle veiled with a very open pattern of sequin and chou of purple velvet.

A Tricone shape in chestnut brown and bisque velvet, with crown of Irish crochet lace over bisque velvet and bandeau of mink, has a very smart effect.

Another effective turban toque was shown in "dregs of wine" colored velvet, with elegantly embroidered bandeau of chenille, over white tulle; shaded foliage and unmounted roses were the decoration.

Large picture hats of the Gainsborough order are still general favorites. Ostrich feathers are the necessary trimming for these exceedingly handsome hats, and elegant ornaments complete the decoration.

Unmounted violets and roses and foliage are extremely popular for present use, and combine beautifully with fur and lace. Some hats are entirely floral; others have brims only of the flowers, while others have a huge bunch placed artistically on the left side.

One of the late millinery openings that should have been mentioned in our November issue was that of the Golden Lion store, Alliston, Ont. This was held on October 1 and 2; and not only was the millinery department an object of interest, but the special display in the mantles and dress goods were very much admired by the visitors. Mrs. Hurst, the proprietress, sent out invitations to the opening throughout the town, and the result was a gratifying attendance of nearly all the ladies of Alliston as well as many from outside points.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

WESTERN Incorporated 1851
... **ASSURANCE COMPANY.**

FIRE AND MARINE

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	Assets, over -	2,320,000.00
	Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St. **Toronto.**
Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, England Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woolleus, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL.

10 Front St. East,
TORONTO.

Wholesale Millinery

Compare
Values

Our representatives are now well on their way through their respective routes. They will call upon every buyer of Millinery and Fancy Dry Goods in this broad Dominion.

Reserve
Orders

In asking the Trade to kindly reserve their orders and compare values we do so with the utmost confidence that *the verdict will be in our favor.*

In the meantime we can supply all immediate requirements without the least delay.

THE D. McCALL CO., LIMITED

The Good Games

KNOWN AS

"WINTER EVENING GAMES"

ARE POPULAR WITH THE PEOPLE.

THE GAMES THAT SELL.

LET US HAVE YOUR ORDER.

Send for our order sheet of **92 GAMES** and our new Catalogue of Fancy Goods which give full descriptions of all our games, besides numerous other lines suitable for Holiday Trade.

WE ARE—

The House for Christmas Cards

We are Canadian Agents for the best makers:

DAVIDSON BROS., CASTELL BROS., HILLS & CO. "For the Empire Series."

Box Assortment of Cards, Autograph Cards, Celluloid Cards, Canadian Pressed Flower Cards.
SPECIAL—Canadian Maple Leaf Series of Cards.

The Copp, Clark Co., Limited, 64-66 Front St. West, Toronto

Business Men and Governments.

Lord Rosebery's Remarkable Speech to the Edinburgh Merchants' Company.

Condensed from the English papers of November 15.

AT the 220th annual dinner of the Edinburgh Merchants' Company, November 14, the Earl of Rosebery, formerly Liberal Prime Minister (replying to a toast to the House of Lords), said: "Two or three times in my life I have endeavored to place that assembly—to induce that assembly rather to place itself—on what I believe to be a footing more rational, more logical, and more efficient, but in that I have failed.

"The Lord Provost, of Edinburgh, urges me to try again. I can assure him I have no such intention. That task, which I believe to be one which every patriot should cherish, is one which should be accomplished by no individual.

"When we look on the whole course of our legislation I think we are struck with one great fact, namely, the impotence of all Governments to carry any great measure in the teeth of opposition.

"Are we beginning to learn this lesson, that great measures, such as our fathers carried, and such as our grandfathers carried, must, in the future, be carried more by the harmony of contending parties, or by the agreement of belligerent politicians, than by the overpowering ascendancy of any one faction in the country?

"That, at least, is the lesson that I seem to learn. Look back for years past. I blame no Government, I blame no party. I see around me questions, ripe, and calling for solution, but I see a general apathy and general impotency to deal with them.

TOO MUCH PARTY.

"I learn this lesson, that parties must on occasion be willing to sink their differences, and to forget who are in power, and who will have the credit of carrying the measures, if they wish those measures to be carried.

"It is not a great effort to ask of patriotism, it is not much to ask of public spirit. We are always speaking of our patriotism; we are always vaunting our public spirit; but at the last moment, when the test comes to be applied to these high qualities, the test of combining to support men and measures which are ripe, though the men themselves are not altogether your own leaders, your public spirit, your patriotism, are apt to break down.

"There is another thought which is suggested to me, and that is whether it would be possible to introduce a new element into the government of the country.

"I have sometimes thought in my wilder moments it might not be undesirable to escape the constitution of this country. The unwritten constitution of this country is founded on two great doctrines. The first is that the outs should always attack the ins, and next when the ins can be got rid of the outs should succeed them. That process has gone on for centuries, but to my mind is so frivolous that I have sometimes wished for a change.

BUSINESS MEN IN CABINETS.

"I have sometimes wished to see a Cabinet formed in which no politician should be permitted, and should like to

see constituted for a year in which, perhaps, no member of any existing or former Government should be included.

"I would compose it entirely of business men.

"I would take men like Mr. Ismay, who is unfortunately gone, like Sir Richard Moon, who is unfortunately gone. I would take Sir Thomas Lipton, who has given up to yachting too much of what was meant for mankind, and I would take another most successful business man of our own generation, Mr. Andrew Carnegie, and I would ask them as an experiment to form a Cabinet and fill the great offices of State.

MONEY WASTED.

"Our Administration leaves something to be desired. We are spending an enormous sum of money. Every year will your business men tell us if we are getting the best value for it? Are we getting 20s. for every pound of the two hundred millions we are spending every year? Are we getting 10s. for every pound we spend?

"I can imagine the Sovereign saying: 'I want you gentlemen of the business Cabinet to tell me if we are getting money's worth for money spent. If you will only remain in office for 12 months and give us a business report on the issue you will probably be the most useful Cabinet that ever existed in the country.'

"I think these gentlemen would give a report that would rather astonish all the Administrations and all the Parliaments that had existed in this country.

"A hint such as I have dropped of a business Administration is possibly treason to the great principle of party Government. Well, I am quite prepared to plead guilty to the charge of some incredulity as to the absolute merits of party Government.

"It is, we are told, a necessity of our constitution. If it be a necessity we accept it. But it is a necessary evil, possibly the least of all evils in connection with Parliamentary government, but it brings its own evils with it, and I believe that a time may come when the chains and shackles of party may seem insignificant to a generation perhaps yet to be born, who will nerve themselves without regard to these perished Shibboleths to some great national effort, in which party machinery will be both useless and forgotten."

THE ST. JOHN COTTON ENTERPRISE.

The company owning the Parks Cotton Mills, in St. John, is seeking incorporation as the Cornwall and York Cotton Mills Co., Limited. Mr. J. B. Cudlip, who has lately been managing the Gibson mills, has taken charge of the new enterprise, and the shareholders are much pleased at having a man of his ability and proficiency as mill manager.

Mr. James F. Robertson states that the company is now ready to receive subscriptions for stock. It is intended to issue \$300,000 worth at par. The capital stock has been placed at \$500,000, but the balance is to be left in the treasury. Mr. Robertson feels confident that any money put into the mills will be a good investment.

Already a reliable firm have offered to take 3,000 bales of goods every month, which will be sufficient to keep both mills running night and day.

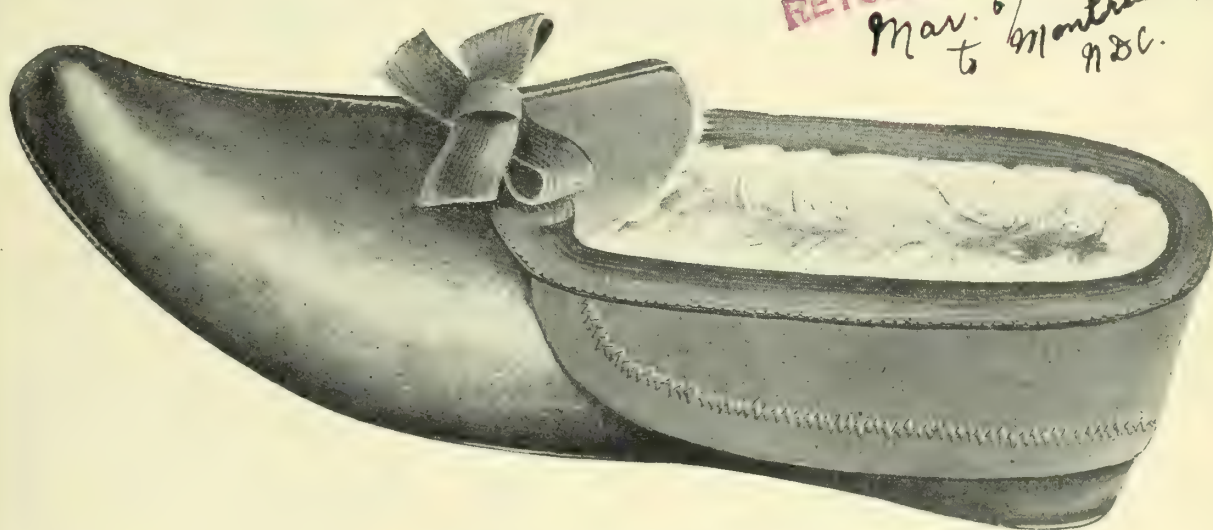
Preparations are rapidly going on for the reopening of the mills. As many of the old hands as possible will be employed, and between \$2,500 and \$3,500 will be paid weekly in wages.

H. B. K.

"KOZEY MOCCASIN SLIPPER"

As practical as the nose on your face.

As staple as sugar in a grocery store.



For men, women and children. Suggests comfort on rising as a bath slipper---for home wear generally. Fleece lined.

If you want something nicer in slippers you had better send for our Catalogue at once. It's free.

The Hudson Bay Knitting Co.

30 St. George St., MONTREAL.

"Salem" Waists

Our samples of Ladies' Waists for Spring will be shown during December, and will include the latest European and American novelties. It will pay you to see them.

MANUFACTURED BY

Stewart, Allan & LeMaistre

67 LATOUR STREET,

MONTREAL.

N.B.---Men's Shirts and Shirt Waists

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SOLE SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR,
FLEECE SLIPPERS, and Other Specialties.

Dr. Jaeger's is still the "STANDARD UNDERWEAR of the WORLD."
It maintains its excellence.

Favorable terms quoted to the trade in towns unrepresented.

The "Gradient" Cycle and Golf Hose.

The New Strap Legging—Stohwasser's License.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirts for SPRING, 1902.

Anderson's Zephyrs, French Prints, English
Oxfords, Net Fabrics, Etc.

Finest ranges of Flannel Outing Suits shown in Canada.

NECKWEAR FOR CHRISTMAS TRADE.

Tress & Co.

HIGH-CLASS

HATS and CAPS.

Latest Season Shapes Just Received.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers
to call.

THERE'S A DIFFERENCE
IN GLOVES.



SEE THAT
YOU
GET THE
RIGHT
KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE
OF MATERIAL, FIT, STYLE, WORKMANSHIP AND
DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W.H.STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.



THE MEN'S FURNISHER

Devoted to the Canadian
Dealer in Men's Goods

CLOTHING	NECKWEAR	UNDERWEAR	HOSIERY	SHIRTS & COLLARS	GLOVES
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Collars and Shirts.

THAT the wing collar has again become a factor in the trade, and is making itself felt more and more, cannot be doubted. Dealers who held off, not knowing whether to lay in a supply or not, have entirely overcome their doubt in the matter, and if some are buying, it is because they have brought out a stock that has been laid away on the top shelves for years and are pushing these as the new style.

There are only some minor differences in the shape of the wing of this new collar, and in the size of the wings there is not a great difference. At least there are no very large wings. The largest worn are in the English styles and are of no more than a medium size, and the smallest one not much smaller than medium.

Round corners—something after the old Lord Rosebery style—are taken side by side with square points. If there is any preference between the two it is not a strong one.

About the highest in the new wing collar is a $2\frac{3}{4}$ -inch front, and it is not likely that anything higher than this will be worn to any great extent for a while; at least not until the size of the wings is increased. There are, however, some $2\frac{1}{2}$ and 3-inch widths showing.

As to the high turn-down collar, it still sells well to the average man, and he shows not the slightest intention of giving it up. How long he will stick to it is a puzzle. At present, although the sales of the wing collar are increasing, there is very little, if any, falling off in the demand for the high turn-down. Those who have given it up to any extent are of the high-class trade, which is, however, only a small one in Canada.

But in the up-to-date city stores the best selling collar at present is, perhaps, the straight-standing shape. By that I include all straight band collars, those with turned or straight fronts, folding fronts or with the fronts just meeting, and round and square corners. There is not much preference shown, though it is noticed that collars with the fronts just meeting and with straight square points are easy sellers in the narrower widths, but in the wide collars the turned points are taking better. In these high collars

the turned points are very desirable, as they are more comfortable than the square, straight points, which press into the skin and irritate.

Next to the straight-standing collar, the high turn-down is in demand in the city haberdasheries. The demand for it is less than for the straight-band collar, not because it is less popular, but because people are better supplied with it, while they have let their supply of straight bands run down during the Summer season.

Retailers who have not tried in any way to push the wing collar, state that the demand for it is growing, and that this demand is extending much beyond the limited high-class trade. There are many people with whom the wing collar always was, and always will be, a prime favorite, and these people seize the first opportunity of wearing it again.

No doubt the sales of this collar would be a great deal larger were it not that many people have brought out old wing collars that they wore before the high turn-down came on the scene and swept all other shapes out of sight, and they are now wearing them instead of buying the new ones.

The principal difference between English and American styles in the new wing collar is in the size of the wing. The larger wing is a favorite in England, and though it is only of a good medium size, nevertheless it is considerably larger than that popular in the United States, many of their shapes being extremely small.

Canadian manufacturers are making both styles, and have shown good taste in adopting them to our requirements. The Canadian wing collars appear to be more of a medium size, not running to either the extremely large wings, or to the very small ones. They are well liked.

A section of the best trade will take the English collars, not that they like the style any better than the American, but merely because it is English. The popular trade, on the other hand, care nothing where the goods are made so long as the style suits them, and they seem to like the Canadian makes better.

The latter, with its smaller wing, gives a closer-fitting appearance to the collar than does the English make, with its wide space in front, and for cold weather is, perhaps,

preferable. However, the difference is a small one, and both will sell.

The sales of colored shirts keep well up in the blue or ox-blood colors. Some black stripes are selling well, but in comparison with blues or reds, the demand for black stripes is small.

A new color in stiff-front and negligee shirts is tan. This is a light shade, combined with pink and white stripes, and is the product of a Canadian house, and dealers are taking hold of it rapidly. As a change from the red and blue, it is an agreeable one.

Pleated negligees, which never were as popular here as in the United States, are said to have even less chance of coming into favor for next season. In the United States the best trade has discarded them since they became so widely worn there, according to an exchange, and though this may not affect the popular trade next season it may after that.

There are some handsome designs in pleated shirts showing, however, and if there should be a demand for them dealers will have a varied and attractive assortment to choose from.

Whether the shirt waist will sell better next Summer than it did in the past is a question that each dealer must decide for himself. This garment is being improved upon all the time, and it may be brought to such a degree of perfection that no objection can be taken to it except as regards wearing it without a coat. But this is an objection that the better trade will always hold out against the shirt waist as a garment for street wear.

Manufacturers apparently feel that something must be done to this garment to make it more popular. Accordingly, we have had the shirt waist with the coat skirt attached, which gave the appearance of a light coat with out a collar; the shirt waist with no shirt, except just enough to push under the belt, and other varieties, more or less commendable.

The new shirt waists for Spring shown by Canadian manufacturers have much to recommend them, and are apparently to be much more successful than last year. Orders are coming in for them in large numbers. Though it is not expected that they will be worn on the street more than they have been, yet, for outing, office work, etc., it is altogether likely that the shirt waist will have many wearers.

Among these new styles is one that is in very large demand. It is made much like an ordinary negligee, but has two slits near the waist through which the suspenders are passed, so that they are completely hidden from view. This shirt derives its chief popularity from the fact that it can be worn either as a shirt waist or as an ordinary negligee.

Others have not the length or skirt that this one has and are only for wearing as a shirt waist. They are shown with and without the pleated backs.

A patent pocket has been sewed upon them. This is a large pocket with a smaller one inside, for holding a watch, say, and it is very handy.

The prevailing colors are blue and ox-blood, in these shirts. The new tan, however, looks well in them, and is well liked by the trade.

* * *

Hosiery.

WHATEVER the popular fancy hosiery for Summer wear may be like, the goods now worn are decidedly attractive. There is a good deal of bright red in the stripes, but it is not so prominent as to be objectionable.

Most of the designs are in stripes. There are fewer

figures showing than during the warmer weather, but what do appear are small and quiet, there being less color in the figured designs than in the stripes.

Most of the grounds are black. There are dark reds, blues and some light browns, but they do not seem to be as well thought of for Winter wear as they were for Summer and early Fall.

That wave of bright red hosiery that passed over us a few weeks ago is still lingering in a few places on the edges of the cities. Some dealers made a clean sweep of their stock of these goods, while others, sometimes in different parts of the same city, had most of them left on their hands. It all depended on the locality.

It is thought that light-blue grounds will be much better next season than last. They were shown a good deal, with many different designs, but did not sell as well as other varieties. If next Summer's fancy hosiery is to run on the loudest colors yet, these light blue shades ought to be in good demand. They are certainly more attractive than many of the other goods shown, and, though flashy enough, are not objectionably so.

At present, stripes are invariably horizontal, but in the goods showing for next Spring, quite a lot of vertical stripes may be seen. Most of them are in straight lines, but zig-zag stripes are also seen.

The nicest hosiery for Spring is shown in the clocked and open-work goods. There is much more work than usual put on the embroidery, and some very taking effects have been produced. These will, no doubt, be well liked by the best trade.

* * *

Smoking Jackets.

DEALERS who have worked up any kind of a trade in smoking jackets or dressing gowns are reaping their reward this season. There was never a time when such handsome goods were shown, and the demand for them grows.

Large checks and some vertical stripes are about the only patterns, but plain cloths are liked as well as anything else. These are in brown, black, olive, and blue.

The velvet coats in black or blue, with silk-cord edgings and trimmings, have given up a good deal of their popularity to other cloths. In the twills or worsteds the coats have silk or satin revers in matching colors. These are well liked.

Reversible cloths are also popular. These give either a plaid or plain coat, according to which side one wishes to wear outside.

A somewhat elaborate jacket, but one that has taken hold fairly well, has a dull-red ground on which a heavy scroll pattern in black is embroidered. The trimmings are in black-silk cord.

* * *

Gloves.

THERE is a good business being done in almost all lines of gloves, from the light, unlined kid, to the heaviest goods lined with fur.

Tans are selling better in the heavy goods than the greys. In the heavier gloves a light shade of tan, in undressed leather, is very popular.

The red tans are, perhaps, with the average trade, the best of all though a good deal of lighter shades, and some in dark brown are being worn. The latter, however,

Dominion Suspender Co *Niagara Falls*

Makers of *Trade D Mark* Suspenders
Guaranteed

Niagara Neckwear Co Limited *Niagara Falls*

Makers of *American Styles*
Of Neckwear

Warerooms and
Factory:

41 Yonge St.

Toronto



Royal
TRADE MARK

Manufacturing Company

Merchants ! To satisfy your customers
you must have the best the market affords.

The "Royal" White Shirt excels others in some very important points—full chested, long bodied, exact collar measurement, extended fronts. Hand-launders cushion bands on all priced shirts. A sample order will prove quality.

The "Royal" Regatta Shirt features are its matched stripes. It takes much time, but it makes a perfect shirt. Others don't do it. Also its reversible cuffs, stripes vertical on one side, horizontal on the other. hand laundered, so that each stripe is exactly in place. We feel confident that a sample order will please—proving a rapid seller as well as a custom-winning shirt.

Our Overall Factory, although only in its infancy, is proving beyond doubt that there is always room for something better. We mention one line, the best one: **THE DOUBLE DURABLE OVERALL**, made in Heavy Denim, Drab, Blue, or Black. Double Seated; Double Below Knee; Double Pocket Flaps; Double Stitched; four pockets. They are made to wear. A Sample Dozen will sell, and mean repeats.

HAMILTON, BERKINSHAW & CO.,

41 Yonge Street,

TORONTO.

Letter orders carefully and promptly attended to.

The Penman Mfg. Co., Limited

Head Office at PARIS, ONTARIO, CANADA.

Mills at PARIS, ONT.
THOROLD, ONT.
PORT DOVER, ONT.
COATICOOK, QUE.

—MANUFACTURERS OF ALL KINDS OF—

Knit Underwear, Ladies' Seamless Hose, Men's Seamless Half-Hose, Sweaters, Top Shirts and Novelties.

Mill No. 1 makes Seamless Hose and Half Hose only, in many qualities, in Wool, Cotton and Mixtures. **SPECIALTY:** Fine Cashmere Hose and Half-Hose, all sizes in the fashionable shades. Unshrinkable Hose and Half-Hose made from Pure Wool. No amount of washing will shrink these goods. They remain soft and comfortable and the full size.

Mills Nos. 2 and 3 make Flat-Knit Underwear for Men, Ladies, Misses and Children, Combination Suits, Sweaters, Night Robes, etc. All sizes, and many qualities. **SPECIAL LINES:** Fine Natural Wool and Fine Balbriggan Underwear.

Mill No. 4 makes All-Wool Shirts and Drawers, for Men only, in all the regular sizes, in a large range of styles and patterns. **SPECIAL LINE: HEAVY SCOTCH KNIT ALL-WOOL UNDERWEAR.**

Mill No. 5 makes **FLEECE-LINED UNDERWEAR ONLY**, in a very large range of styles and patterns, in all the regular sizes.

Mill No. 6 makes a specialty of **TOP SHIRTS** for Men and Boys. Many qualities and patterns. Also Gaiters and other novelties.

NOTE: Each of our Mills devoted to a particular branch of KNIT UNDERWEAR. The **WHOLE TIME** of our experts given to their own particular work. **RESULT:** Perfect KNITTING, FINISH and STYLE. Write our agents for samples and prices.

OUR GOODS ARE LEADERS.

Our Sole
Representatives: **D. Morrice, Sons & Co.,** MONTREAL, QUE.
TORONTO, ONT.

The Large Sales of The Dr. Deimel Underwear

Are the natural result of two things---1st, an article constructed on the Best Principles involved in fabric and workmanship; 2nd, a Liberal Policy in the purchase of publicity.

Are You Sharing in the Benefits?

IF NOT, WRITE FOR OUR TERMS.

Sole Manufacturers,



This Trade Mark is
always on the Genuine.

The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND,
10-12 Bread St.

MONTREAL, CANADA.

The Beaver Rubber Clothing Co., Limited

1851 1/2 Notre Dame Street, MONTREAL

Manufacturers of

LADIES' and
GENTS'
WATERPROOFS.

Please write for samples and
price list if our traveller has not
called upon you.

The Beaver Rubber
Clothing Co.,
Limited
MONTREAL.



Underwear —AND— Eiderdown



Repeat orders during December
promptly forwarded.

The Galt Knitting Co.
LIMITED
GALT, ONT.

except in the cheapest gloves, are all in undressed kid, and do not form any great part of the best trade.

The red silk lined kids took well, much better than last year. The other linings, light tan and grey (with suede gloves), are also going well.

The white-knitted gloves which, it is predicted, will be much worn this Winter, are commencing to move, and to judge by the first orders there is a good deal of confidence on the part of dealers that they can get rid of quite a lot of them.

A few people have purchased them, but they are not as yet being worn. That they are essentially a Winter glove, and not suitable for any other season, is recognized, and in localities where the Winter has not set in there is almost no demand for them. Other woollen gloves, in colors, have appeared and sell well.

Many pretty designs are shown. The largest orders have been placed on the black grounds, with colors of various kinds in the pattern. There is nothing splashy in the designs of these gloves. The figures, checks, plaids, or whatever the pattern is composed of, are all small and neatly arranged. They may be counted upon to sell well.

In the more expensive trade there has been only a fair amount of business done. The outlook, however, for business in these high-class goods is very bright, and it is probable that the Christmas trade will see a comparatively large demand for them.

* * *

Underwear.

FLEECE-LINED UNDERWEAR is selling better than was prophesied, and in colors, either striped or solid, it is well liked. Some bright shades are being shown, and with a certain trade they are in good demand. But the best trade remains on the natural colors or stripes. The latter are not pronounced, and include only two or three shades, principally blues and pinks.

There is a better demand for goods in plain colors and edged with some harmonizing color, such as light and dark blue, brown and deep red, etc.

One or two dealers are doing well on such brilliant colors as scarlet, light blue, and lilac. These are all of a good quality and seem to sell to good dressers, who, as a rule, do not go in for this class of goods.

But then it is only in certain localities and with a particular class of trade—whatever class that may be—that any great business is done in these goods.

There is not as much brown showing as there was, though those dealers who handled it to any extent tell me that they did well on it.

* * *

Fancy Waistcoats.

OF waistcoats fancy ones are moving out well. The brown grounds are very well liked and sell in almost any design. The shades range from a fawn to the deepest browns. Besides this, black and blue grounds go well. A few reds are good.

The best-liked designs are the large checks, in which a good deal of red figures. Green, black and yellow are also frequent in the checks, green being a particularly popular color.

In the black and blue grounds some small spots and figures are taking well with the high class trade.

Neckwear.

THE trade in neckwear is a most encouraging one this Fall, and not the least of the furnisher's happiness is contributed by the absence of bows, the immense demand for which had affected his trade in large shapes to a considerable extent.

Contrary to expectations the flowing end has not dropped out, but is selling perhaps better than any other tie. This is likely due to the approach of Christmas, for during that season such a tie is always in demand. There are certainly few ties that are more suitable for Winter wear than this one, and for ladies' buying at Christmas it is just the thing.

The latest flowing ends can be tied as Ascots. And, indeed, unless a flowing end can be tied in this way its chances for a good run through the Winter are worth nothing.

"I never saw a tie that died so hard," said a manufacturer. "Last January we could hardly sell one. Then a month or so ago they took a front place again, and in one week we sold more than we had for the previous two months. But it won't last after Christmas, unless, of course, it is bought to be worn tied like an Ascot, which shows it is not the flowing end people want, but the Ascot or puff effect."

The prevailing colors in the new flowing ends are red, blue and grey. Some dealers are doing well in fairly large-figured patterns on these colors.

Puffs are, of course, in great demand, and among the latest are some in the same colors and designs as the flowing ends.

One of the new puffs that is taking well with the trade and the public is the "spike." This can be worn with any kind of collar, high turn-down, wing or straight band, and makes a handsome tie. It is suitable for wearing with the popular high cut waistcoats.

Steel-shield puffs are still popular, and as long as the high turn-down collar and puff tie are "in the swim" together these puffs will be in demand.

Another puff that is well liked is the once-over variety, which makes a very wide tie, and gives that negligee effect that is always so much sought after.

The largest tie on show is an English square, in very light colors, which, it is expected, will be in great demand at Christmas time. Whether this will be handled like other light ties is a question. According to an American exchange, the reason for light ties selling at Christmas is because ladies do the buying to a great extent. It quotes a dealer as saying: "We have more returns of light-colored neckwear after Christmas than of all other lines combined. The women buy them, but the men must do the wearing, and being opposed to white colors, except plain white, quietly bring them back to be exchanged for darker. It is an unmitigated nuisance."

This is not, however, the experience of all dealers, and these new English flowing ends are decidedly attractive, so the returns may not be so great.

The narrow derby keeps its place at the front, and no doubt will do so throughout the season, if not much longer. Manufacturers declare that the long, narrow derby will be the leading tie for Spring, though it will have big opposition in the new puffs.

Made-up mufflers are shown in many handsome designs. The quilted mufflers, with the pleated effect on the outside are, perhaps, the most popular. They ought to be, for their



Overcoats

All Styles

All Lengths

Grey Overcoatings are scarce in the trade

- We expected this and contracted ahead for weekly shipments from the manufacturers.

Send us a trial order, stating style, length and price, and we will manufacture and ship inside of five days.

Prices to retail at from

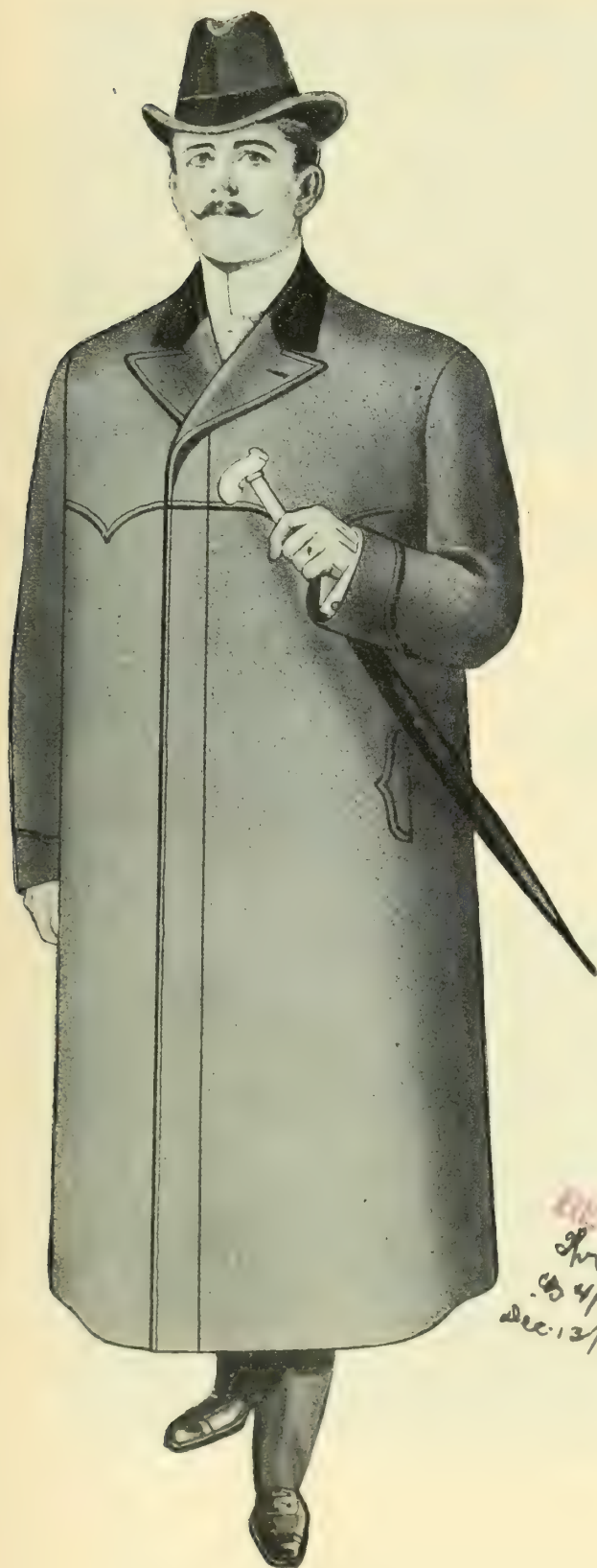
\$9.00 to \$20.00

**The Lowndes
Company, Limited**

Office : 61 Bay Street

Factory and Showroom : 36 Front Street West

TORONTO, CANADA.

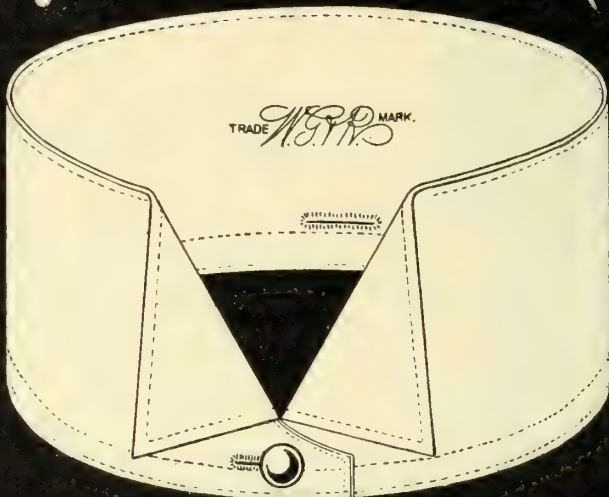


Always at the Top.

TRADE *W.G.R.* MARK

THE NEW BENT POINT

FALL 1901



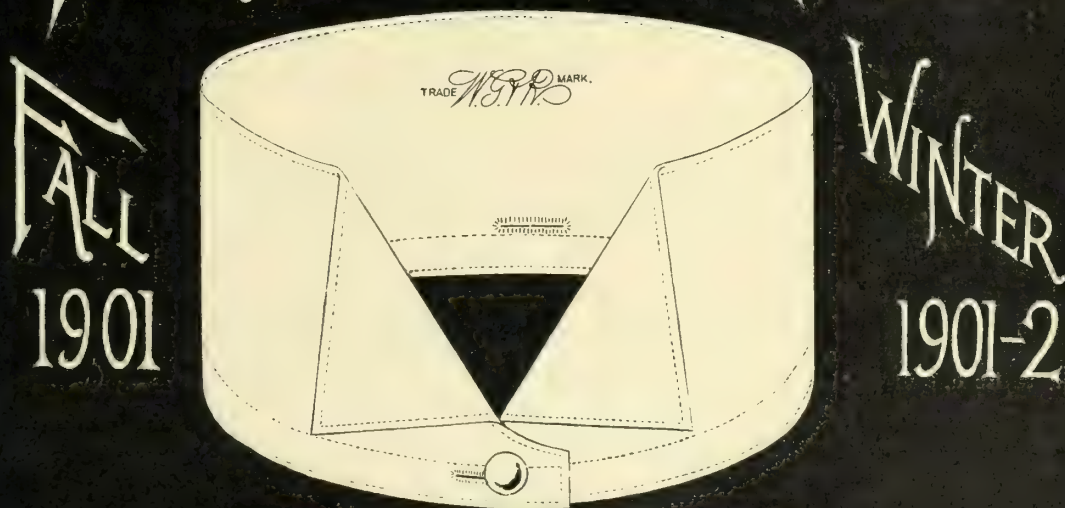
WINTER 1901-2

TWO QUALITIES.

ROYSTER	YARA-YARA
<i>Entirely of Cotton.</i>	<i>Linen both sides.</i>
<i>Three Heights at Back.</i>	<i>Three Heights at Back.</i>
2" 2¼" 2½"	2" 2¼" 2½"

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS,
 BERLIN, ONT.

Always at the Top.
 TRADE MARK
THE NEW BENT POINT



TWO QUALITIES.

RACCOON

Entirely of Cotton.

*Three Heights
at Back.*

2" 2¼" 2½"

NAUTILUS

Linen both sides.

*Three Heights
at Back.*

2" 2¼" 2½"

appearance is nearer to that of the muffler folded by hand than any other yet shown.

Plain blacks are in great demand, and fancy silks are also good.

For Christmas presents these have always a big call, and it looks as though there is to be even a greater run than usual on them this season.

* * *

Seen in Dealers' Windows.

Fleece lined underwear, 50c.

"I am truly yours for \$1."

Fancy wool sweaters, 75c. each.

Wool-lined mocha gloves, \$1 per pair.

Fur-lined mocha gloves, \$2.75 per pair.

"This tie would look well on you. 50c."

Fine grey mocha gloves, lined, \$2 per pair.

Remder gloves, squirrel lined, \$3 per pair.

"Not only the latest, but the most approved."

Cashmere, wool and lisle thread half-hose, black and fancy brown, 25c. per pair.

* * *

Refusing Orders.

On November 15, Mr. Dowker, of Gault Brothers' factory, notified all his travellers to take no more orders for Christmas neckwear, as more than enough had been booked to absorb the entire output of the factory up to December 25. The firm are certainly to be congratulated upon the success of their Fall styles; their lines of puffs, Ascots and smaller ties have all been eminently popular and now large orders from the leading haberdashers are being declined merely on account of inability to fill them in time. December 15 will see the staff at work in the new factory and next year, provided the rdsh is not too great the firm hope to oblige their patrons with a sufficient supply of "Crescent" neckwear creations.

* * *

Good Man, Good Ad.

An adroitly conceived and well-executed advertisement that recently occupied large space on the front page of The Montreal Star deserves special mention. John Allen, men's outfitter, was the advertiser, and the announcement assumed the form of a civic proclamation. Headed by a coat of arms, it proceeded in true proclamatory verbiage to state that as telephone and electric light companies were about to tear up the streets to lay conduits, etc., and would have to do it speedily in order to complete their tasks before the frost set in, they would have to employ a large force of men. These men would need strong overalls, warm underwear, etc., and John Allen undertook to supply them individually, at the same low price rate as in lots of 100 dozens. The advertisement naively proceeded to suggest that managers and foremen were quite at liberty to paste the advertisement up where it could be seen by any men who required such goods. Altogether, it was a well-worded, well-printed, and effectively designed advertisement that must surely have left the effect on a reader's

mind that it would be a vast privilege to deal with the firm on the promised basis, and one would feel safe in stating that John Allen, men's outfitter, reaped big results from this novel and forceful bit of work.—Profitable Advertising.

* * *

Business Brevities.

Rosen Bros., clothiers, Montreal, have dissolved.

The American Clothing House, Montreal, has assigned.

The Victoria Tailoring Parlors, Victoria, B.C., have sold out.

The assets of W. J. Broenen, tailor, Montreal, have been sold.

J. R. Mitchell, tailor, Winnipeg, has sold out to G. A. Miljure.

The Manchester Clothing House, Montreal, is starting business.

Charles Knox, tailor, Wallaceburg, Ont., was partially burned out.

R. C. Reid, tailor, St. Catharines, Ont., has assigned to Jos. E. Dixon.

J. J. McLeod, tailor, Sydney, C.B., has removed to Sydney Mines.

Charles Moule, tailor, Dutton, Ont., advertises that he is selling out.

Wm. F. Newbauer, tailor, Guelph, Ont., has assigned to John A. Mowat.

M. Alexander & Co., manufacturers of hats, etc., Montreal, have dissolved.

E. C. Clarke, tailor, Wingham, Ont., has been burned out; partially insured.

Hurley Bros., men's furnishers, Ottawa, offered their Bank street store for sale.

Alex. O'Brien, merchant tailor, Kingston, Ont., has assigned to E. T. Steacy.

The stock of John J. Noonan, clothier, Chatham, N.B., was damaged by fire; insured.

Coppley, Noyes & Randall, wholesale clothiers, Toronto, have removed to Hamilton.

Wm. Garland, of Wm. Garland & Co., clothiers, etc., Portage la Prairie, Man., is dead.

Robert Boyd & Son, clothiers, etc., London, Ont., advertise that they are retiring from business.

The business of the estate of Benjamin Bowman, tailor St. Thomas, Ont., was advertised for sale.

The stock of J. A. Delisle & Co., men's furnishers Montreal, has been damaged by fire; insured.

The stock of Sunel & Litter, men's furnishers, etc., Cumberland, B.C., has been sold at 70c. on the dollar.

Campbell Manufacturing Co., manufacturers of clothing, Montreal, have dissolved, and The Campbell Manufacturing Co., Limited, have registered as incorporated.

The Bean & Davis Manufacturing Co., clothing manufacturers, St. Stephen, N.B., have dissolved, and have been succeeded by The Border Manufacturing Co.

H. H. Sutherland & Co., clothiers and men's furnishers, Sydney, C.B., have dissolved; Wm. Craig retires, and H. H. and T. C. Sutherland have registered as Sutherland Brothers.

The Notre Dame street stock of P. F. Bouchard, hatter and furrier, Montreal, was sold at 11c. on the dollar; and

Caulfeild, Henderson & Burns

17 and 19 Front Street West, TORONTO.

C.H.B. Xmas Trade.

Do not delay buying your holiday goods, such as **Smoking Jackets**, **Dressing Gowns** and **Bath Robes**. Our stock is complete and we can fill orders promptly. A large consignment of new **neckwear Silks** just to hand for the Xmas trade.

Austrian Collars. See samples now in the hands of our travellers of an entirely new range which cannot fail to interest you.

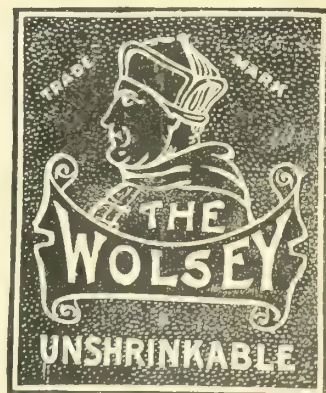
Letter Orders Carefully and Promptly Filled.

Manufacturers
of
Ladies',
Gentlemen's and Children's
NATIONAL RUBBER CO.
OF CANADA.
WATERPROOF CLOTHING.
Send for samples and quotations.
Quality, Style and Fit unsurpassed.
Ordered Garments a Specialty.
**445 St. Paul St.,
MONTREAL.**

"WOLSEY"

The Best
Unshrinkable
Underwear
In the World

FOR MEN,
WOMEN AND
CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark,
without which none are genuine.

**Every Single Garment Guaranteed
Positively Unshrinkable.**

May be had from Leading Wholesale Houses.

THE CANADIAN DRESS CHART.

DECEMBER, 1901.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black or dark grey.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Black or grey worsteds.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs. Soft or stiff front.	White or colored, with white cuffs. Soft or stiff front.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white. Soft or stiff front.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at wed- dings.	Dark shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Dark shades.
Gloves.	White or grey suede at wed- dings, tan or grey on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede at theatre party, gloves un- necessary on other occasions.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

The Slingsby Manufacturing Company

LIMITED.

BRANTFORD, ONTARIO.

BED
BLANKETS

FLANNEL
SHEETINGS

KERSEY
CLOTHS



HORSE
BLANKETS

COLLAR
CLOTHS

CAMP
Blanketings

COSTUME CLOTHS, STOCKING YARNS, CARPET YARNS, ETC.

SPECIAL—Full ranges of **Plain and Fancy Mackinaws and Linings** for the **Clothing trade** may be seen at Toronto, Montreal or at the mill.

Send for list of stocks which we are desirous of reducing. There is money in it—for you.

MAIL ORDERS RECEIVE PROMPT ATTENTION.

TORONTO—C. H. FORSTER,
30 Merchants' Building, Bay Street.

MONTREAL—W. H. REED,
42 Nordheimer Building.

THE WATSON MFG. CO.

Limited

PARIS, ONTARIO, CANADA.

MANUFACTURERS OF

Ribbed Knit Underwear
for **Ladies and Children**

All sizes and many qualities in Wool, Cotton,
Silk and Mixtures.

Derby Ribbed Underwear

Swiss Ribbed Underwear

Plush Ribbed Underwear



Patent Seal-Lined Underwear

(Patent and Machinery Operated and Controlled by us.)

Very soft, warm and comfortable. Can be had only from us

We have all the
new styles in **Ladies' Vests**

Low Necks, Short Sleeves, Full Dress, etc.

Combination Suits.

Equestrians.

Corset Covers.

Special lines in **PURE WOOL UNSHRINKABLE UNDERWEAR.** They retain all the desirable qualities of the PURE WOOL garments with all the objectionable features left out. **THEY CAN'T SHRINK.**

Perfect Goods

Quick Delivery

Reasonable Prices

Write for Samples and Prices

the stock on the corner of St. Paul and Nicholas streets, was sold at 55c. on the dollar.

In a fire in the Scovill block, Rat Portage, on November 1, a good deal of damage was done by water to the stock of R. Kershaw, men's furnisher. The stock was insured in The Ottawa Fire Insurance Co. for \$200.

G. W. Midgley, clothier and furnisher, of St. Thomas, Ont., has recently been enlarging and improving his store, and now it is commodious and well lighted, and contains one of the largest stocks of clothing and hats and cap-wear of Toronto. Mr. Midgley has been in business in St. Thomas for 39 years. The firm is said to have introduced the system of one price, and of marking the prices on the goods in plain figures, a custom which they have followed for 25 years.

* * *

Brief Memos. for Buyers.

In neckwear, John Macdonald & Co. are showing flowing ends, derbies, lombards, bows (to be used with the high turn-down collar). Something very special in braces to retail at 25c. is shown, and "best value in the market" is what they are claimed to be. Mullers, cashmere and silk, retail from 25c. to \$1. Kid and mocha gloves, retailing from 75c. to \$3 are present features as well as some new ideas in Christmas umbrellas.

The artistic French cravat, illustrated in the October number of "The Review," by The Niagara Neckwear Co., is having an exceedingly large sale for a scarf that is on the market ahead of time. It is usually the case that a scarf must first appear in the United States to be a success in Canada. Two leading tie manufacturers in New York are preparing to put it on the market January 1. It is bound to increase in popularity every month for it is most artistic. The Niagara people have much difficulty in producing them fast enough for the demand, and numerous duplicates of orders are reported.

Mr. R. C. Wilkins, Montreal, has just cleared out a big line of black goods from the cotton factory and is making it up into a very special line of shirts for the workingman trade. In fact, it is one of the most leading leaders he ever put out. This line has always sold at \$6; it is now offered at \$4.50. It is not likely to last long.

The first week in December The W. R. Brock Co., Toronto, open up a magnificent selection of men's neckwear, in knots, new derbies, pulis, and bows. The selection has been carefully made and combines good taste and value.

A change is about to be made in the collar business of Caulfield, Henderson & Burns. Heretofore only the best class of collars have been sold, but, a big shipment of Austrian goods, in all shapes, has just been placed in stock in the warehouse, and these will be put out at a low price. They are well made collars and at the price are decidedly good value. The new tie silks for Spring shown include many handsome effects in checks, plaids, and stripes. These are all good sized patterns. A few narrow stripes in groups are shown, but on the whole the effects in stripes are large. White checks on red, blue and black grounds are good. Many Scotch plaids are shown in both the reds and greens. A big trade has been done in smoking jackets, dressing gowns, and bathrobes, and they are still moving out for the Christmas trade. The white Ringwood gloves are selling well.

The W. R. Brock Co., Limited, Montreal, point to astonishing values in men's underwear. Their trade is by far the largest they have ever done. Lines at \$4.50, \$6.50 and \$8.50 are leaders.

They have just put into stock a complete range of sweaters; the demand for these has been so large that they have been hardly able to supply all. Prices range from \$1.50 to \$20 every line splendid value.

Mr. Wilkins' venture in sending out his regular salesman to the Northwest Territories and British Columbia has proven, as he anticipated, a great success and he has now decided that he shall call regularly on that route with the "Rooster" line of goods to enable the trade to become intimately acquainted with them. Anything special that is wanted for the western trade, that has not been called for by the eastern will be made up and shown, and every inducement will be offered to handle these popular garments. Mr. Wilkins is one of our most enterprising manufacturers, shows a common-sense range of goods and the eastern trade can highly commend him to any of the western that have not tried him.

There is a good sorting trade being done. Wyld-Darling Co. report men's underwear, in fleece-lined, plain and striped, and ribbed unshrinkable goods, to be moving very freely. A line of men's and boys' all-wool fancy sweaters, in assorted colors, is shown to retail at a popular price. Another special is in a men's lined, undressed glove, to retail at 75c. A big range in mufflers, to retail from 15c. to \$1.50 is shown in all the leading colors, including black mercerized and pure silk. Repeat orders for "Wolsey" underwear—those excellent, unshrinkable goods—are already arriving.

Stewart, Allan & LeMaistre, makers of "Salem" shirts, have just completed a new design in men's waists, which they consider will solve the practicability of this garment. Their experience of the past season has been of great assistance to them in considering this very-much talked of portion of men's Summer attire and they have, for some time, been working upon a style which would do away with anything of a complicated nature and which could be adjusted without the vexatious attachments which have been a part of most waists which have been made in the past. This, they have accomplished, and during December they will place with their travellers a range of patterns in Madras cloths at popular prices. They will be pleased to send samples and give full information to all merchants who intend having waists on hand, when the demand comes next season.

Two popular young business men in Simcoe, Messrs. James Colver and R. Price, have formed a partnership and purchased the men's furnishing business of L. J. Potts, and will probably do well.

The wholesale firm of Wilson Bros. & Co., Ottawa, have gone into the manufacturing of shirts, overalls, and pants, and also intend adding other lines.

THE PACIFIC SEALING CATCH.

The sealing returns for the year just ended show a large decrease in the catch as compared with other years. The business this year, however, was under the control of the Victoria Sealing Association, and it is claimed that the economical advantages of this management are great, and that there will be a balance on the profit side.

Thirty-nine schooners in all were out hunting. Seven, cruising off the Russian coast and Japan, obtained very small catches. Bad sealing weather spoiled the luck of the rest of the fleet.

It is not thought that the number of seal has diminished, but that they have found new breeding grounds. A great many were seen in the Sea of Tartary.

The total catch is about 22,560, with perhaps 500 or 600 caught by the Indians. Last year, the catch was 35,548 skins, and in 1899 the Behring Sea catch also totalled 23,999 skins.

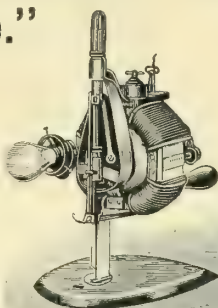
The "Eastman Electric Cloth Cutting Machine."

A money-saver for the up-to-date manufacturer.

The most simple, powerful, and durable of any cloth cutting machine made. Cuts any length or width, up to a thickness of $3\frac{1}{2}$ inches.

No longer an experiment, but a thoroughly tested, meritorious machine. Send for testimonials and description.

EASTMAN MACHINE CO.
247 Yonge St., TORONTO.



GRUBOC
COLLAR
CANVAS
IS THE
BEST



FOR SALE BY ALL WHOLESALE DEALERS.

STANFIELD'S UNSHRINKABLE UNDERWEAR.

All Sizes in Stock.

No Delay.

TRURO KNITTING MILLS CO.,

Ontario Agents: ———

W. P. KING & SON,
24 Front St., TORONTO, ONT.

Truro, Nova Scotia.

Sole Manufacturers.

The R. J. SMITH CO.

OF OTTAWA, LIMITED.

Clothing Manufacturers

FINE AND COARSE TROUSERS,

AND ———

SMITH'S ADJUSTABLE OVERALLS

A SPECIALTY.

We also manufacture Ladies' plain skirts

Merchants may supply their
cloths for anything in the
line of clothing.

Our Stock for Fall is
now complete.

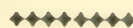
JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings



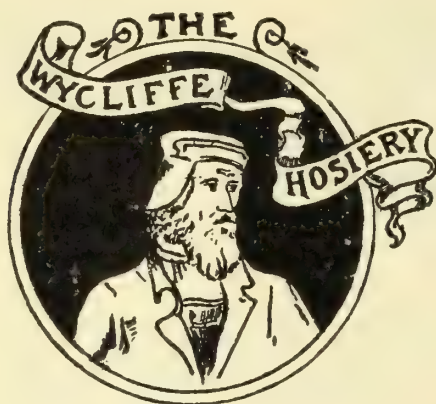
Cor. Victoria Sq. and St. James St.,
MONTREAL.

SAMPLE ROOMS: The Arcade, Yonge St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

WYCLIFFE

**Pure Wool
Underwear**

For Ladies
and Gentlemen.



**WILL
NOT
SHRINK**

Greenwood & Moulds,

Hosiery Manufacturers

LEICESTER

and at 59 Gresham Street, LONDON.

REPRESENTATIVES IN CANADA:

MESSRS. PRIME & RANKIN

TORONTO.

SORT UP

In "Turnbull's" Full-Fashioned and Perfect - Fitting Ribbed Underwear in Ladies', Men's, Children's and Infants'. We are now in a position to fill your sorting orders with promptness and despatch.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
27 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square
VICTORIA, B.C.

**SILEAN
HOSIERY**
REGISTERED.



The finest underwear which has yet been manufactured.

**Children's and Women's Hose,
Vests and Dresses.
Men's Half-Hose and Shirts
and Pants.**

BE WISE AND WEAR THEM!

Hine Parker & Co.,

Limited
13-14 Milk St. and 24 Gresham St.,
LONDON, ENG.

CLOTHING AND WOOLLEN TRADE

HIGH-CLASS READY-MADE CLOTHING.

THE sales of ready-to-wear clothing for next Spring and Summer furnish striking proof that the prejudice against made-up articles is not nearly so rampant nor so dominant as it was a few years ago when it was regarded solely and simply as a hard-times article that sold easiest to the person with the least money. Business has been very encouraging this Fall and that in the better class of goods.

Four years ago \$10 or \$12 was the highest price paid for suits by Canadian retail merchants. This year there is quite a demand for \$15 and \$16 suitings. In ready-made clothing stores the leading overcoats or suits for Winter wear are the \$18 to \$20 line. For next Spring the values will be in proportion. There is a demand for better goods all around. The people have the money and they insist upon having a better class of goods. Fancy linings and extra trimmings of all sorts are a feature, and the latest fashions are incorporated.

Of course, it is to improvements in the style of manufacture that much of this improvement is due. The finish is much better, the workmanship is better, the fit is better. The best of designers, cutters and tailors are engaged, the manufacturers being able to pay more for skilled labor than a small tailoring establishment. The variety of sizes is largely increasing and a merchant with a moderate stock can now fit perfectly any ordinary man that comes into his establishment. Manufacturers claim their fit to be better than the made-to-order clothing; we will be moderate and claim only that it is as good. Certainly, our ready-to-wear clothing manufacturers are to be congratulated on the success of their endeavors this Fall. Retailers should make it a point to study the latest improvements which tend to increase the sales of the better class of goods in this department.

PICKING UP SNAPS.

Dear REVIEW,—Two cases of a similar nature have recently been brought to my attention.

A certain big clothing house had been seeking the business of a rather large retail firm for some years, but the travellers had been unable to secure the account. The head of the clothing house happened along one day with his samples and dropped in to try his persuasive powers upon the obdurate retailer. The samples were inspected, but as each suit was brought forward it was adjudged poor value. Well now, my man, thought the proprietor, I'll just test you on values, and he pulled out a staple \$8 line.

"Here is our \$4.50 suit, Mr. Jinks. What do you think of that? Pretty good value, isn't it?"

"Oh, I don't know, nothing particular," replied his knowing friend.

The manufacturer came away disgusted.

The scene of the other little occurrence was in the sample-room of a clothing house. A retailer came in inquiring about overalls. After going through the samples, he came to the conclusion there was nothing there that suited him. That was not strange. But the salesman was eager to open an account

with the man, and, turning to working men's shirts, began to throw baits, until finally a \$7 line was offered for \$5, ostensibly not as a cut, but as a regular value. No, the retailer could not see the value of it, although he assumed the air of a know-all.

It is well to have the habit of dealing with one particular house, but dealers should not allow their prejudices, or perhaps their ignorance, to so run away with them that they miss every opportunity to pick up snaps offered by travellers of other concerns.

X.

A VISIT WEST.

Mr. Henry Saxe, of M. Saxe & Sons, Montreal, has just returned from a trip out West, where he has visited the many patrons of this firm. Mr. Saxe reports good business, and he seems to have been impressed with the general run of keen, business-like and successful merchants in that part of the Dominion. No doubt, the merchants in their turn were impressed with Mr. Saxe's genial and energetic personality.

ADDED LINEN GOODS TO WOOLLENS.

The new linen department opened up in Nisbet & Auld's deserves the attention of all dealers. Novelties from the well-known Dumfermline makers, Erskine, Beveridge & Co., include table cloths, napkins, tray cloths, d'oylies, etc., fancy embroidered and hemstitched, all goods of merit. In the ladies' cloth department, some novelties in zibelines are being rapidly picked up. There are also embroidered French flannels, in stripes and figures, as well as novelties in Persian patterns in printed flannels. The sales in broadcloths, venetians and friezes are steadily increasing. In the men's woollens, the demand for grey overcoatings is still heavy, and additions are being made to the stock every week to keep the assortment to the full. Special attention should be given to a line of Canadian-made pure worsted trouserings, better and cheaper than anything that can be imported.

TRADE NOTES FOR BUYERS.

The Beaver Rubber Clothing Co. are making a new coat called "Dandy," of latest style and pattern and built of the best material.

The National Rubber Co., Montreal, have commenced a very satisfactory Spring business. Not only are orders numerous, but the demand is for a better class of goods. The most popular coat is the stylish Raglanette, single-breasted, fly front, with yokes and cuffs. There is a good demand for tailor-made styles and fancy linings.

The National Rubber Co. are now making short reefer coats, built from a grey covert and a heavy blanket lining, suitable for lumbermen, miners and carters. These are popular lines and are being ordered freely.

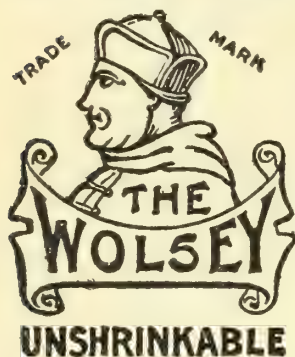
John Macdonald & Co. are showing several clearing lines in 6-4 tweed suitings, 3-4 trouserings, odds and ends in beaver meltons and 6-4 mixture serge suitings. They show splendid values in 3-4 freizes, in plain Oxford and checks; also, several special lines in low-priced Canadian tweeds.

The sorting season in Wyld-Darling Co.'s woollen department has witnessed an immense sale in the "Britannic," "Majestic," "Germanic" and "Teutonic" registered brands in mohair linings. A special here worth looking up is a black and blue twill worsted, the "Beaver." Several job lines in fancy silesias have just been opened up.

The Beaver Rubber Clothing Co., Montreal, have issued a handsome little catalogue showing the latest styles of waterproof garments for Spring 1902. They will be pleased to forward copies on application.

WE have a complete stock of good, sensible, seasonable, sure-selling lines of Men's Furnishings for all merchants who are interested in securing some good profit-builders. See our travellers' samples or communicate with us before placing your next order. Our Mail Order Department is ready to look after your requirements to best advantage. Orders filled same day as received.

About Underwear.



We carry a full line of the famous

WOLSEY UNDERWEAR

in all sizes from 34 to 54-inch. It does not shrink—will not irritate—absorbs moisture—is durable—sells well. Make your customers comfortable during the coming winter by selling them Wolsey Underwear.

About Hosiery.

When you have



Hosiery to sell your customers, you can offer them an article in which "honesty," "surety," "certainty" and "reliability" is combined. In addition to this line, we have also a complete line of Light, Medium and Heavy Weights in Black Cashmere, Black and Fancy Cottons and Cashmeres, etc.

About Umbrellas.

Rain
Sleet
Snow.



Plenty of it to come during this Winter and next Spring; but let your customers be sheltered with a 20th Century Umbrella and they need not worry about wet weather. They are the most convenient, up to date umbrellas on the market — no mistake about that.

About Neckwear.

We have a complete assortment of stylish, fashionable neckwear, on which you can make money, and they will sell while others lie quiet. See our lines before placing your order.

About Shirts.

We have high-class novelties in Colored Shirts, Oxfords, Percales, Madras and Cords. Our line embraces an up-to-date range to retail at popular prices.

We are also showing an extensive line of Hand-Sewn English Braces, Rubber Coats, etc., etc.

Matthews, Towers & Co., 14 St. Helen Street, **Montreal**

M. Saxe & Sons

Montreal's Leading Wholesale Clothing
Manufacturers

18 St. Helen St., - Montreal

Our Retail Store

Cor. St. Catherine and St. Lawrence Sts.,

is one of the prominent landmarks of Montreal, erected and maintained by the patronage of Montreal's most fashionable dressers. How would you like to sell the same sort of Clothing we sell there?

Our travellers are now showing this same class of Clothing and our prices are fully 15% to 25% lower than other houses.

Special \$3.50 and \$4 lines Men's Tweed Suits.

Special \$5.00 and \$6 lines Men's Tweed Suits.

Special \$7.50 and \$8 Men's fancy colored Worsted Suits.

Write for sample garments, we send them express prepaid.

Waists

Silk, Cotton, Flannel,
Cashmere and
Velveteen.

MOVING TO NEW PREMISES.



THE New York Silk Waist Manufacturing Company are now taking stock, preparatory to moving to their new site, 740 St. Antoine street, Montreal, where they expect to be settled about December 15. The new premises will contain more than twice the number of square feet that have been previously occupied, and altogether the change is an indisputable indication of the growing demand for "Shield" brand

waists. The new premises contain two flats: on the first will be the offices and sample-room, on the second will be the manufacturing plant, which is now being thoroughly overhauled, and when completed will contain the latest and most approved machinery for both cutting and manufacturing. During the coming month the firm expect to be upset in their operations by the inconvenience of moving, but they look to their customers to give them 10 days' further grace in the delivery of goods on this account. When they get down to work in their new factory they hope to make a specialty of quick delivery by an entirely new system.

The New York Silk Waist Co.'s travellers are now on the road with Christmas novelties, which will be delivered in 10 days from the date of placing the order. The Spring designs are now almost completed and will contain all the latest styles direct from Paris, London and New York, modified to suit the Canadian climate and taste.

Mr. P. M. LeMaistre, of Stewart, Allan & LeMaistre, returned from New York a few days ago and is completing their range of samples of ladies' waists, which are now ready to be submitted to the trade. The designs and styles will be up to the latest shown in New York and they promise the most complete range of novelties in white waists that have ever been shown to the trade in Canada.

THE COMING SEASON.

The Canadian people are giving more and more attention to their Summer clothing; lighter garments are in demand every season, and the dealer who supplies the handsomest and best goods does the best trade.

In the matter of ladies' shirt waists, for instance, the light, gauzy effects are becoming more popular every Summer season, till a writer in a contemporary is led to inquire if it is "going to end with the old fig leaf." We will perhaps not go as far as this; but the lightest clothing, provided it is attractive and becoming, is bound to be the best selling.

I have been trying to find out what style of ladies' shirt waists is being taken most throughout the country for the Summer trade, and I have found it. Going through the Toronto branch of a Montreal wholesale house, I came upon some new things in these goods, that, from all reports, are to be in immense demand.

In the first place, there were white lawns, piques and every other material in white in unlimited variety of patterns. To

attempt a description of these new lawns, which, by the way, are all in wholly exclusive designs, having been invented by the special designer of the firm, would be very unsatisfactory. They are shown with a special collar, bishops' sleeves, a brand new style of cuff, and have many other features that cannot be found in the ordinary shirt waist. White will doubtless be the best selling color of the season in these goods.

But other colors have not been overlooked. Some very handsome designs in black and white, in all-over work, which will be as good this season as last, are shown, along with striped, checked and figured designs in all colors. These are absolutely brand new and wholly different from anything shown before.

Some linen colored effects are very taking. These show either black or white stitching over them, and in both look well. The goods are of mercerized linen.

These waists are supplied, I understand, with the special new collar, which is selling rapidly, or to be worn with the ordinary collar. They are also shown with low necks in designs that are being admired by the trade very much.

Though I intended to make this a general article, it is perhaps only fair to say that I saw these goods in the Toronto branch of Messrs. Tooke Bros., Limited; and Mr. Laird, the manager, tells me that their travellers, who have been on the road with them for three or four weeks, find the demand for them so great that even the immense preparations the firm made for this trade will be no more than adequate to fill the orders.

UMBRELLA FACTORY IN MONTREAL.

The Standard Umbrella Manufacturing Co., Montreal, have now begun operations in their Cote street factory, which is provided with all the latest umbrella machinery. They claim to be able to meet all competitors. Samples of Spring umbrellas are now being shown from the cheapest to the best lines in all the latest styles. The latest style of handle is the London club, a straight stick with a natural knob, topped with silver. The King Edward and Prince of Wales' shapes in dark wood, silver trimmed, are still considered quite fashionable. In ladies' umbrellas, the Queen Alexandra is the latest thing. In handle trimmings the effect most sought is white, in the form of silver, or, in ladies' handles, pearl. Gun metal is another popular metal in the better class of goods.

SPRING SAMPLES.

Mr. M. Markus, Montreal, is now out with the Spring samples of his various lines. Probably his leader is his range of German felts. In this material the newest production is a printed felt for golf wear, children's tam'o shanters, etc. Mantle cloths, astrachans and curls for the mantle and cap manufacturing trade are shown in some profusion, and as Mr. Markus is agent for Anton and Alfred Lehmann, Berlin, the quality and style of his range is quite dependable. Quite a number of things are being shown in trimmings. Prominent is a lot of fancy feather-stitched braids in art designs that promise to be largely worn on dresses next year. This display of laces merits close inspection, as his appliques are exceptionally pretty. Some of the features of Spring laces are a tendency towards Oriental patterns and laces with ribbons drawn through, while there are quite a number of combinations of torchon lace and feather-stitched braid, making a very nice ornamental trimming.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

Consisting of 126 Steamers Aggregating 450,000 Tons.

BEAVER LINE

Winter Sailings between St. John, N.B., and Liverpool direct.

From Liverpool.	STEAMERS.	From St. John, N.B.
Tues., Nov. 19	LAKE SUPERIOR	Fri., Dec. 6
" Dec. 3	GARTH CASTLE	" " 20
" " 17	LAKE ONTARIO	" Jan. 3
" " 31	LAKE SUPERIOR	" " 17
" Jan. 14	GARTH CASTLE	" " 31
" " 28	LAKE ONTARIO	" Feb. 14
" Feb. 11	LAKE SUPERIOR	" " 28

*Carries Second Cabin and Steerage passengers only.
Steamers sail from St. John on arrival of Canadian Pacific train from West.

WINTER RATES.

FIRST CABIN—Single, \$42.50 and upwards. Round Trip, \$80.00 and upwards.
SECOND CABIN—Single, \$35 and upwards. Round Trip \$68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$24.50.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

The object in branding an article is to enable the consumer to call for it again when a new supply is required, and to recommend it to their friends. If the article has merit, it will build up a reputation for the dealer and help him sell other goods. This is the reason we stamp all our goods with our trade mark.

Perfect
Fit
StylePerfect
Finish
Quality

If this mark is on your waists you can safely guarantee them knowing they are sold to you guaranteed in every respect.

Our Xmas trade samples are now complete. Drop us a postal for samples or to have the range shown to you.

The New York Silk Waist Mfg. Co.

10 St. Helen Street,

MONTREAL.

I AM MAKING, IN MANY NEW AND SMART STYLES,

Coats, Capes and Jackets

of Seal, Persian Lamb, Mink, Broadtail, Astrakans, Electric Seals.

Neckpieces

in Russian and Hudson Bay Sable, Ermine, Chinchilla, Bear, Lynx and ALL OTHER FURS.

Seal Coats a Specialty

Gentlemen's Fur-Lined Coats, and a full line of Coachmen's Outfits, Fur Caps, Gloves, Robes and Rugs.

Fur Trimmings of All Kinds.

J. Arthur Paquet - - - Quebec.

SAMPLE ROOMS—5 Victoria Square, Montreal.

52 Bay Street, Toronto

338 Hastings Street, Vancouver.

Reliable
Silk
Waists

American Silk Waist Mfg. Co.

MONTREAL.

THIS IS OUR TRADE MARK



ATTACHED TO EVERY WAIST.

FOR CHRISTMAS TRADE.

CHRISTMAS HANDKERCHIEFS.



THE trade in handkerchiefs promises to be quite a prominent feature this year.

The handkerchief department of S. Greenshields, Son & Co. was never better prepared for a satisfactory Christmas trade than it is this year. They have the best of values in the staple goods and the height of fashion in the more expensive grades. There are here goods for every taste. In the staple Swiss embroidered handkerchiefs, some of the nattiest effects of the season are being shown, both in plain white and mourning goods. They have also a full range of ladies' and men's hand-embroidered stuff to retail at 10 to 20c.

But the great feature of the Christmas handkerchief season in ladies' goods are the lace effects. Lace in divers forms appear in handkerchiefs this year, and it would appear that the ladies cannot get a surfeit of it. First of all, some very pretty effects are being shown in combinations of embroidery and lace. Scalloped embroidered edges, with four corners of Valenciennes insertion, make a very pretty handkerchief, while a striking pattern is a line of lace-embroidered corners finished off with footing lace. Another beautiful and fluffy handkerchief is one trimmed with three tiers of narrow Valenciennes insertion. Lace has even entered into Japanese silk handkerchiefs. There are some made up of plain Japanese silk, 8 inch centres, trimmed with lace $1\frac{1}{2}$ inches wide to retail at 25 and 30c. There is even a job of lace-trimmed handkerchiefs shown to retail at 10c. They are trimmed with $\frac{3}{4}$ -inch fine Val. lace, hemstitched and tucked, and constitute one of the best values ever shown in handkerchiefs; they're put up in 5-doz. boxes. The lace in all these handkerchiefs is generally plain, but sometimes is artistically full.

In addition, there are some nice Japanese silk handkerchiefs, which show better value this year than ever. There is a new range of ladies' colored goods to retail from 10 to 25c., a beautiful assortment of silk hemstitched ladies' and gentlemen's handkerchiefs, initialled, to retail from 25c. to \$1, and a line of printed-border Japanese stuff to retail 25 to 50c. There is everything in the Christmas handkerchief in this department.

JAPANESE SILK GOODS.

A front place in the Canadian trade is being taken by initialled silk handkerchiefs. In K. Ishikawa & Co.'s, I learned that these and colored silk handkerchiefs were in great demand. The stock of Christmas novelties is complete here, and the trade in boys' and girls' windsor ties has been so good that the stock is reduced to smaller proportions than in three seasons. Still, there is a good range to choose from yet. In Japan taffeta, business is very good, repeat orders coming in frequently. Blouse manufacturers have taken Japan taffeta

for manufacturing purposes, owing to its great wearing qualities. In a complete range of colors shown, there are black, cardinal, garnet, brown, grey and reseda selling fast. Big orders are being received on printed satin, Japan silk and twills.

Handkerchiefs for the holiday trade with John Macdonald & Co. include lace, embroidered, drawn linens, drawn cottons, linen and lawn, "Exceldas," hemstitched, initialled in linens and mercerized, silks, Japanese plain white, fancy and cream brocades. In lawns, $\frac{1}{2}$ -doz. box lots will retail at 25 and 30c. per box.

An entirely new line of mats and rugs for Christmas trade is being shown by John Macdonald & Co.'s carpet department, as well as lace curtains, Swiss curtains, curtainette and table covers. This is new stuff bought for delivery, December 1, with a change of designs, and in colors to blend with the most popular carpets.

S. Greenshields, Son & Co. are showing a very fine range of linens for the Christmas trade, including hemstitched towels, doilies, and cloths and napkins to match. Linens are scarce and dear in Belfast just now and are a good purchase.

S. Greenshields, Son & Co. have a good assortment of ladies' and children's toques, sashes and mitts in blacks and colors. They have received repeats in ladies' and children's fleeced cotton hose and a full range of cashmerette hose, sizes $4\frac{1}{2}$ to $9\frac{1}{2}$. A good assortment of ladies' and children's hygiene underwear is shown in all popular prices which will be in good demand during the Winter sorting season.

The W. R. Brock Co., Limited, Montreal, are showing some great lines of black and fancy-colored wool gloves; values at \$2, \$2.25, \$3 and \$4.25 are unsurpassed. They also show wonderful values in women's ribbed underwear, and claim that lines at \$2.25, \$3 60 and \$4 50 are ahead of anything shown by mills or jobbing houses.

Two good lines in reversible wrapperettes shown in Wyld-Darling Co.'s staple department are being picked up rapidly by visitors. There is also a run on two lines of heavy imported cream shakers, which are being offered at much below cost. Business in flannels is very good, and the range here is exceptionally large. All shades in felt for the Christmas trade are shown. A line of job prints is being cleared at popular prices. They claim to lead the trade in plain colored sateens. There are two very special lines in black only.

S. Greenshields, Son & Co. have just received repeats in ladies' flannellette nightgowns in different attractive styles. Their No. 3 line is made up of assorted pink and blue to retail at 75c. A very pretty and natty line is that of white

1902 SPRING SAMPLES

SELF-SELLING STAPLES NOW WITH OUR TRAVELLERS.



Dominion and Colonial Prints and Fancy Cottons, for style, finish and value, are unequalled. Re-adjusted prices to suit the trade!

Latest Styles Ladies' Blouses, Wrappers, and Skirts.

Men's and Boys' Colored Shirts in new, stylish patterns.

Men's Shirt Waists and Summer Shirts.

Fancy Tweeds, Stylish Suitings, Flannelettes,
Linings, Satins, Ducks, Cretonnes, Muslins. 

See our Carpets, Linoleums, and Oilcloths.

P. GARNEAU, FILS & CIE., Wholesale Dry Goods. **QUEBEC.**
Trade Only.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got.

Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL.

UNEQUALLED IN QUALITY AND PRICE

..... Sole Agents for Canada

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

flannelette, trimmed with torchon lace, No. N21, to retail at 75c. They have also a better line of pink and blue, No. N4, trimmed with lace, to retail at 90c.

The Christmas demand in linens is very active in fancy goods, including hemstitched and plain table covers, with or without napkins to match; 5 o'clock tea covers, tray cloths, etc. In handkerchiefs, there is a large business being done in embroidered and lace corners by Wyld Darling Co. They are very suitable for the Christmas trade. Tablings, bleached and unbleached, are freely asked for. They announce that retailers would be wise to purchase all the linen goods they can at present, as there is no doubt that prices will be much advanced for Spring.

Sequin overdresses; in fact, sequins of every description, are being very much worn, and it would appear that the demand will continue throughout the season, as they are still raging in Paris and London, mostly made up over silk and chiffon (accordion pleated). For this trade Kyle, Cheesbrough & Co. have put into stock a fine lot of sequin all-overs and trimmings, the latest creations from Paris, in black and white effects, both for dress and millinery trade. Kyle, Cheesbrough & Co. have stocked a splendid range of "Silk Seals" from \$1.75 to \$10.50 per yard. They have already handled quite a quantity. Other seasonable lines they have on sale now are silk and satin handkerchief sachets, plain and embroidered handkerchiefs, silk and satin ribbons, hair ornaments, belts, buckles, and a good range of silks and satins for holiday fancy work. Their tamaline silk at 37½c., all colors, is an extra good thing for fancy work purposes, being strong yet silky and brilliant. They have also laces of all descriptions.

For the Christmas trade, The W. R. Brock Co., Toronto, will open out a large and choice selection of lace goods, including lace scarves, Val. laces in setts (edging and insertion to match), some fine goods in addition to the popular-priced lines; and also novelties in torchon laces, black and white galloons, now much used for ladies' trimmings.

Among the novelties placed in stock for Christmas trade by Kyle, Cheesbrough & Co. is a fine range of Swiss embroidered linen goods in pillow shams, table covers, sideboard covers, and small mats of various sizes and styles. They have also a new assortment of hand made renaissance covers of several sizes and styles, from the small table mats at 70c. per doz. to bed spreads at \$13.50 each.

John Macdonald & Co. are showing some fine goods, such as satin braid collars, lace collars in cream, black and white, and sequin collars. An attractive selection can be made of ladies' lace and chiffon ties, cream and ecru, and ladies' scarves for the neck in light pinks, blues, etc., to retail at 50c.

The linen department at Brock's, Montreal, show three qualities in "draw" linens for fancy embroidery work. Also fine table cloths with napkins to match, as specials for the Christmas trade. A large demand is expected for colored sateens to retail at 15c., and they have laid in a large stock of all colors.

In linens, The Brock Co., Toronto, for Christmas trade are showing a large assortment of doyleys in bleached, fringed and hemstitched, in square and round shape, running from

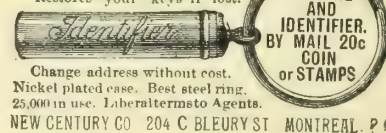
50c. to \$2.50 a dozen; tray cloths, fringed and hemstitched, hemstitched napkins (cloths to match), tete-a-tete cloths, from \$2.50 a dozen to \$24; sideboard runners, fringed and hemstitched, from \$3.50 to \$30. They have all these made to match, some with three rows of drawn work, mostly all pure bleached goods. They have taken great pains in the selection of the goods. Also a full range of bleached damask cloths, 8 x 10, 8 x 12, 8 x 14, 8 x 16, from the cheapest to the highest, i.e., from \$1 to \$6 each cloth; napkins to match..

For Christmas trade The Brock Co., Toronto, have received many new lines of silk, linen and cambric handkerchiefs to sort up their stock. They are unusually strong in plain Japanese silk, also initials, etc. Their picture and motto handkerchiefs for cheap lines they claim can't be surpassed for value and assortment.

The Montreal Suspender & Umbrella Co., Montreal, have bought out the Progress Manufacturing Co., makers of white-wear and will run the business on the same lines upon which it has been managed. The new firm hope, however, to show considerable expansion within a short time.

YOUR ADDRESS INSIDE.

Our little engraved telescoping case.
Identifies you in case of accident.
Restores your keys if lost.



Change address without cost.
Nickel plated case. Best steel ring.
25,000 in use. Liberal terms to Agents.
NEW CENTURY CO. 204 C BLEURY ST. MONTREAL, P. Q.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks,
Cottons and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
158½ King St. West, Toronto.

123 Bank St., Ottawa
47 John St., Quebec.

The Elevated Salesman

Patents applied for in Canada, the United States and Great Britain.

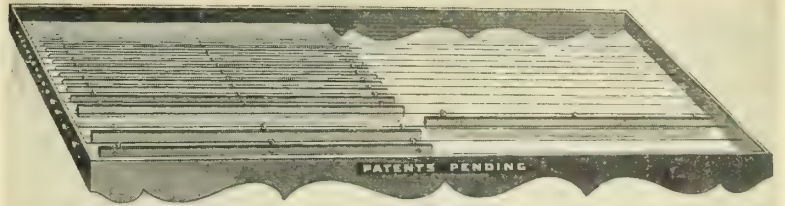
By showing your Curtains in this elegant, artistic, and dainty manner, you will largely increase your sales in that Department

Economize Space.

Make your Ceiling work for you.

The Ceiling and Selling Salesman of the New Century.

For displaying Lace Curtains, Rugs, Embroideries, Tapestries, and the like.



THE ELEVATED SALESMAN is a frame with track wires, on each of which a carrier travels back and forth. These carriers are provided with **FELT PADS**—on which the articles to be displayed are fastened by means of safety pins. The object of these pads is to prevent the soiling and tearing of the fabric, thus dispensing with clips or hooks.

At ends of each carrier a **CORD** with handle is attached, running through eyelets at sides of frame.

The frame is twice the width of curtain, and when cord at side is pulled, brings its carriers, with curtain attached, to opposite side of wire.

TO BRING BACK INTO PLACE amongst other samples, pull opposite cord.

The **advantages** claimed for this frame are the following:

- 1st. **No handling of goods.** You merely pull the cords.
- 2nd. **No tension or stretching of curtains.** All the pull is on the carriers.

NOTE—This is the only frame on the market provided with **PATENT CARRIERS, AND CORDS TO WORK THEM.** Thus **PREVENTING SOILING** of goods and **HANDLING** of curtains.

"The Elevated Salesman" is at work in numerous stores throughout the country, including the following: Montreal—S. Greenshields, Son & Co. Toronto—John Macdonald & Co. London—Smallman & Ingeram. London—John H. Chapman & Co. Chatham—C. Austin & Co. Owen Sound—T. E. Vanstone. Winnipeg—The W. M. Gibson Co.

The following letter from one of the leading firms in Western Ontario will interest you:

W. A. McDougall, Esq., London.

Dear Sir:—We have had in use one of your "Elevated Salesman" long enough to be able to say that it is a good thing. It does not soiled goods, keeps them out of the dirt, and sales can be made in less time than the ordinary way. The men in our Curtain Department are high in its praise, and would not care to part with it.

Yours truly, JOHN H. CHAPMAN & CO.

London, Ont., Sept. 4th, 1901

3rd. **No tearing, soiling or holes in goods.** The curtain is pinned on to the felt pads on carrier by ordinary pins.

4th. **Felt Pads.** These pads will enable you to drape the curtains in any manner desired.

THE FRAME is a very handsome store fixture, and can be fixed stationary to ceiling or suspended from hooks for raising or lowering, as required.

It is finished in polished oak, and heavy copper wire is used in its construction.

Frame is 9 feet long by 40 inches wide, and is fitted to hold 30 curtains. When not in use, all the floor space occupied will be 4½ feet by 40 inches, in which space you have 30 curtains ready to show your customers.

Price, \$15.00

Terms: 5 per cent. cash. Net, 30 days.

W. A. McDOUGALL

MANUFACTURER AND
SOLE CONTROLLER FOR CANADA.

436 Ontario Street, LONDON, ONT.



MONTREAL and TORONTO, December 2.

THERE is no change in cotton prices in Canadian goods. The movement in Dominion Cotton Co. capital stock which agitated the stock market early last month is responsible for any depressed feeling regarding the future of prices there is. However, this feeling will not be permanent.

CHANGES IN DOMINION COTTON CO.

Extensive changes are being made in the management of The Dominion Cotton Co., supposedly consequent upon the recent slump in the stock. Mr. C. R. Whitehead, the manager, has resigned, and is to be succeeded by some American who is not yet decided upon. Mr. Whitehead will now be at liberty to devote his whole attention to the Montmorency mills. It is also the intention of the directorate to do away with the Montreal selling office, and the sales rights have been handed over to Stevenson, Blackader & Co., the selling agents of The Montreal Cotton Co.

THE BRADFORD MARKET.

Bradford advices of November 15 say :

WOOL—The bright crisp weather is not without its effect in producing a rather more cheerful tone in the Bradford

market. In fine things the tendency, if anything, is against the buyer, and prices are certainly very firm. The conviction is, indeed, spreading that whatever may be the condition of the market here the consumption in other sections will inevitably tell before long. In crossbreds there is rather more inquiry, but not as yet resulting in much business. The market is, however, steady, and there is no talk of lower prices. In 40s. crossbred a very large consumption is going on, and topmakers are not keen about taking the lowest recorded price. This condition is reflected in the English trade, where dealers find it quite impossible to replace from the country anything that they may sell at present rates. In mohair, business drags slowly, and transactions are not sufficient to really test prices. Meanwhile stocks are accumulating in this country.

PIECES—Business in the home trade is mainly of a hand-to-mouth character. Manufacturers have taken a few more orders in the shipping trade lately, and are for the present at least fairly well employed. A fair business is doing in low cotton warp brilliantines and low lustres, and in the dress goods trade the new silk and wool specialties are going very well. On the whole, however, the piece trade is decidedly slow.

YARMOUTH DUCKS AND YARNS.

The report of the absorption of the Yarmouth Duck and Yarn Co., of Yarmouth, N.S., by the Imperial Cotton Co., of Hamilton, Ont., is confirmed by the directors of the mill in Yarmouth. A controlling interest in the Yarmouth company has been secured by Charles T. Grantham, manager of the Imperial Cotton Co., the final arrangements having been completed last evening. Mr. Grantham becomes general-

For CHRISTMAS DECORATION



Holly Plant, naturally prepared, does not fade, does not break, does not fall off.

No. 546B Holly Plant, 1 1/2 inches high, with red berries, including pot very tastily made up, with crepe paper in red, yellow, and pink each, 30c.

No. 98—English Mistletoe Spray, 12 inches high, made with 10 in. and 12 white berries; fine for table decoration each, 20c.



No. 546—Holly Spray, 6 leaves, 6 berries \$1.20 doz.
No. 546A—1 leaves, 1 berries 90c. doz.
 Holly Baskets in shell, 10c. each.
 large \$3.00
 " Wreath 1.50
 " with Mistletoe \$3.00 each.



No. 7X—Auracaria Tree (potted), natural prepared, 20-in. high, Christmas tree \$1.25 each.



No. 280 Holly Vine, 1 yd. long, 15 leaves, 18 berries in each yd.; \$3.00 per doz. yds.
No. 280A Holly Vine, 12 leaves and berries in each yd.; \$2.50 per doz. yds.



Palm Plant, natural prepared.

3L—18-in. \$4.00
3L—24-in., best quality 5.50
4—21-in. 6.50
5—36-in. 9.00
6—10-in. 12.00
 Palm Tree, 8 feet, 12L 5.00
 Palm Tree, 10 " 20L 7.00
 Mention if pots are wanted or not.



No. 539—Chrysanthemum Spray, 14-in. \$5.00 doz.
No. 42—Chrysanthemum Plant, 30-in. high, in pot, \$4.00 each.
No. 42A—Chrysanthemum Plant, 28-in. high, in pot, \$2.50 each.
 Mention color wanted.



No. 65B—(Gladiolus), fine plant, 26-in. high, 10 leaves, 5 flowers; \$1.25 each.
No. 65B—28-in. high, 17 leaves, 8 flowers; \$1.80 each. Potted.

manager, with headquarters at Hamilton, and the staff of the Yarmouth mills will be retained, with a few minor changes. Preparations will be at once made to increase the output, which has been sold for a term of years to The J. Spencer Turner Co., of New York. The Yarmouth mills are the only ones of the kind in Eastern Canada. They were established and operated to the present by local capitalists. It is said the shareholders who sold out receive \$200 per share, double par value.

CANADIAN GINGHAMS, SPRING 1902 LIST.

202.....	6½	215.....	11¾
203.....	6¾	216.....	11¾
204.....	8	217.....	11¾
205.....	10	218.....	11¾
206.....	10	219.....	13
207.....	10	220.....	11¾
208.....	10	221.....	14¾
209.....	10	222.....	18¾
210.....	10	224.....	36
211.....	11	225.....	36
212.....	11¾	Lawn 230.....	7
213.....	11¾	Chambray 95.....	10
214.....	11¾		

COLONIAL CO.'S SPRING 1902 LIST.

Prints—		Kitchener tweed—	
L.P. 24¼-25-in.....	4¾	26 in.....	9
M.P. 28-in.....	7½	Drills—	
H.P. 31-32-in.....	8	Heavy 31 32 in.....	12
C.C. 30-in.....	9¾	Twills—	
M.K. 32-in. extra heavy navy		87 black and white, and navy	
print.....	10	and white, 32 ins.....	10
Ducks—		Muslin—	
28-in. navy and white, black		35 in. fancy blouse muslin..	8
and white.....	9¾	Flannels—	
Sateens—		A.A. 27-28 in.....	8
Fancy dress sateen 30-31 in..	12	B.B. 28-29 in.....	8

MAGOG SPRING 1902 LIST.

H print.....	4¾	Sateen cretonnes.....	15
No. 1 ".....	5¾	Art muslin.....	5
No. 2 ".....	7¾	Corded muslin.....	9¾
HHH.....	8	A45 foulard.....	10
AAA aniline.....	8	M5 lustrins.....	12½
C print.....	9¾	Taffeta foulard.....	12½
SC indigo.....	8	Best taffeta foulard.....	13½
XXX ".....	10	No. 11 sleeve lining.....	8 net
DC ".....	10	" 22 " ".....	9
GC ".....	12	" 33 " ".....	10½
NN sateen.....	10	" 44 " ".....	12½
A duck.....	8	" 22X.....	10
AA ".....	10	" 22 embossed.....	12
C ".....	11	" OC.....	12
H twill.....	11	" OC embossed.....	13½
Durban drill.....	9¾	Coat linings.....	10½
XXX skirting.....	10	60 drill.....	9 net
Moreen.....	10	70 ".....	11
Magor tweed.....	9	80 ".....	12½
Ladas tweeds.....	10	90 ".....	14
Heavy mole.....	15	MI print.....	7 net
Extra heavy mole.....	18½	G 38.....	8
NF Salisburys.....	8	M2.....	8¾
Summer suitings.....	8	M3.....	9¾
NF reversibles.....	8	M4.....	8
NB suitings.....	8	AFA.....	6
Twill cretonnes.....	7½	Seaforth tweeds.....	9
Crepe.....	6¾	Duchess apron, 36 in.....	10
Oatmeal.....	9	Flags.....	4¾
".....	10		net

A BUYER RETURNS.

Mr. J. Kyle, sr., of Kyle, Cheesbrough & Co., Montreal, returned from his European trip about the middle of the month, looking well after his arduous search for novelties. He comes back feeling that he has had a most successful trip and that he has unearthed continental novelties that no one else in the trade has seen. THE REVIEW has had the privilege of seeing some of his Spring samples of fancy laces and net trimmings, and predicts that many of the trimmings that will "ornate" the most fashionable Canadian ladies next year will come from Kyle, Cheesbrough & Co. Mr. Kyle is one of a few who have confidence in the saleability of high-class goods in the Canadian market and has the courage of his convictions to buy these goods. Certainly, his latest importations are gorgeous. Some idea of these goods will appear in our special January number.

Coronation of King and Queen

JUNE, 1902.

"UNIO" RANGE.

Largest and most complete for this great event.

**Special Souvenir
Handkerchiefs and
Picture Flags.
General Flags
and Decoration
Festoonings.**

Colored Illustrated Lists and Samples now ready.

Get samples at once. Large sale certain if pushed well. Ask your wholesale house for them.

Brown, Graham & Co.,

37 Glassford Street,

Also LONDON and
MANCHESTER.

GLASGOW.

AGENTS IN CANADA :

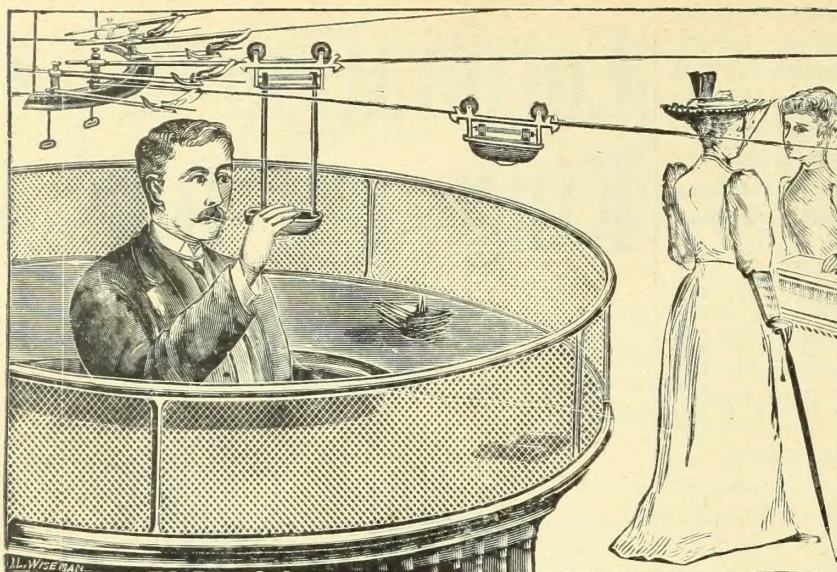
MONTREAL :

TORONTO :

J. A. McCARILLE,
1826 Notre Dame St.

R. FLAWS & SON,
Manchester Bldg., Melinda St.

WHOLESALE ONLY.



CHAMPION CASH CARRIERS

These Carriers have been in use for the last twelve years, and have given the best of satisfaction. Will save the cost in 6 months' time.

S. S. KIMBALL,

(Bell Telephone 577 Craig St., MONTREAL 1964 Main.)

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Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.

PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

Hon. Sir W. P. Howland, K.C.M.G., C.B.,
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W. C. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE,

- TORONTO.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent
and Pearl Batting.

The Auer Gas Lamp

Money-Back Style.

THIS style is particularly suited for a reading light—the shades prevent the light from tiring the eyes and the burner can be raised just the same as any other students lamp.

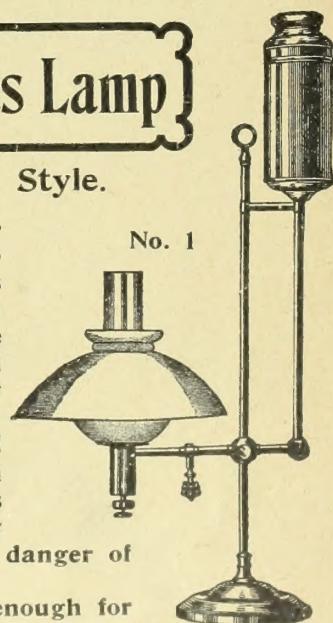
IT can be carried around the house with perfect safety and as the base is heavily weighted there is no danger of its up-setting.

THE light is soft enough for the most sensitive eyes and yet strong enough for the finest print.

OUR CATALOG SHOWS ALL OF OUR DIFFERENT STYLES.—WRITE FOR IT AND OUR DISCOUNTS.

Your Money Refunded if you are not Satisfied.

AUER LIGHT CO., 1682 Notre Dame Street, MONTREAL.



To the Trade

Established 1849

DECEMBER
1901

FOR 52 YEARS

John Macdonald & Co. have been showing Christmas Novelties. They look on the past with pleasure. They are acting in the present with ever-increasing ability, push and perseverance. They are constantly looking into the future for greater achievements in business possibilities. Their stock is always new. Buyers visiting their warehouses can always learn something of the ever-changing fashions and have an opportunity presented of buying goods profitably. The keenest and most expert buyers see John Macdonald & Co's

HOLIDAY SHOWINGS

On the 1st Floor—Linen Table Cloths, Table Napkins, Tray Cloths, Sideboard Cloths, 5-O'Clock Tea Cloths, D'Oylies and Fancy Linen Towels.

On the 2nd Floor—Specialties for Christmas presents in Overcoatings, Mantle Cloths, Costume Cloths, and Ladies' Suitings.

On the 3rd Floor—Evening Silks and Satins, Colored Silks in Japanese, Taffeta, and Art Silks, Black Silks in Luxor, Merv, Faille, Gros Grain, Peau-de-Soie, Heavy Corded, Louisine; Lace Collars, Collarettes, Lace Chiffons, Ties, Taffeta and Merv Silk Ribbons for Neckwear; Black Velveteens in a full range of prices, and colored in two special lines and in all shades. Opera and French Flannels, Silk and Wool Grenadines in Black and Colored, for evening wear. Fancy Knitted Wool Goods in great variety. Ladies' Gold and Silver Mounted Handle Umbrellas.

On the 4th Floor—Men's Neckwear, in Flowing Ends, Derbys, Knots, Bows; Fancy Mufflers, in Silk and Cashmere; Fancy Regatta Shirts; Gloves, in Mocha, Kid and Wool; Handkerchiefs, in Silk, Linen and Cotton (plain and fancy), Purses, Perfumes, Fancy Combs and Hair Pins.

On the 5th Floor—Nottingham and Swiss Lace Curtains, Rugs, Mats, Table Covers, Tapestry and Chenille Portieres, Pillow Shams, Carpet Sweepers, and White Marseilles Quilts. **FILLING LETTER ORDERS**

A SPECIALTY.

JOHN MACDONALD & CO.

Wellington and Front Streets E., TORONTO.